# Management



NEW YORK . . . with more people with more buying power than any other urban market on earth . . . more accessible with advertising because this one newspaper, with the largest circulation in America, reaches more than two out of three New York City families . . . at the lowest milline cost in America! . . . All of which means more opportunity to sell at more profit.

#### THE NEWS

Tribune Tower, Chicago · Kohl Building, San Francisco · 220 EAST 42nd STREET, NEW YORK CITY



Two-sided paper — wire side and felt side — has been a bugaboo for years. Make-up men, pressmen, art editors, engravers and buyers of printed matter have struggled for uniform results that were not possible except with papers which often were too weighty and too expensive to meet requirements.

Then came Kleerfect and Hyfect, in which a special processing produced a uniform surface and color on both sides.

#### NO TWO-SIDEDNESS

Uniformity of surface on both sides of the sheet in Kleerfect and Hyfect, sharpness of impression with excellent ink coverage and just the right amount of ink absorption, result in a quality in these characteristics at a price within your limitation.

Photographing under a microscope the different surface formations of varied types of printing papers vividly demonstrates the difficulties that you might encounter in securing perfect results.

#### MICROSCOPE PROVES THIS TRUE

These same microscopic photographs prove that Kleerfect and Hyfect provide a smooth, even, well-filled printing surface on both sides—so that for all practical purposes the wire and felt sides of these papers are the same.

And though they cost no more than ordinary printing papers, Kleerfect and Hyfect also bring into perfect balance these other essentials of quality printing: 1. A neutral shade of white that is non-glaring; 2. Ink affinity for economical coverage; 3. Opacity that prevents show through; 4. Strength adequate for high press speeds.

KIMBERLY-CLARK CORPORATION

ESTABLISHED 1872

NEENAH, WISCONSIN

CHICAGO • 8 SOUTH MICHIGAN AVENUE NEW YORK • 122 EAST 42ND STREET LOS ANGELES • 510 WEST SIXTH STREET

ALL-PURPOSE BOOK PAPER



Vol. XXXVIII. No. 8

April 10, 1936

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# Two Billion Dollar Cash Farm Income Gives South 28% of U.S. 1935 Total — 3 Year Gain of \$832,000,000!

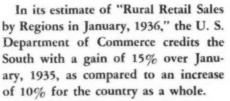
• During 1935 farmers in the 14 Southern states received \$1,959,927,000 in cash income, or 28.7% of the nation's total, with AAA payments representing only a little more than 10 per cent.

The following figures show the huge increase in the buying power of Southern farmers since 1932:

#### SOUTH'S GAIN IN CASH FARM INCOME

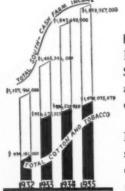
1935 over	1932 \$831,966,00	00.00
1935 over	1933 494,581,00	00,00
1935 over	1934	00.00
	(From U.S.D.A. Report 2/11/36)	

• And in the South, where farming is the major industry and where the population is 68 per cent rural, business continues to move ahead with farm income.



The Federal Reserve Board report on Department Store Sales, by Federal Reserve Districts, for the first two months of 1936 and 1935, shows the following gains in the Southern Districts: Atlanta—12%, Dallas—15%, Richmond —11%. The gain for all 12 Districts combined was 9%.

The alertness of advertisers and agencies to translate increased sales opportunities into increased sales is further reflected by Progressive Farmer's gain of 23% in advertising linage during the first 3 months of 1936—and this is on top of the largest linage gain of any rural monthly, 1935 over 1934.





# Progressive Farmer

BIRMINGHAM RALEIGH MEMPHIS DALLAS

250 Park Avenue, New York

Daily News Bldg., Chicago

#### THE SOUTH'S LEADING FARM-AND-HOME MAGAZINE

More than 900,000 A. B. C. Net Paid

Rate Base-850,000 Guaranteed

#### SALES MANAGEMENT SURVEY OF SPENDING POWER

#### TOTAL SPENDABLE MONEY INCOME IN 1935 FROM ALL SOURCES, FOR COUNTIES AND CITIES: URBAN FAMILY MEDIAN INCOMES; PASSENGER CAR SALES AND REGIS-TRATIONS, AND OTHER DATA ON WEALTH. INCOMES AND STANDARDS OF LIVING

PENDABLE Money Income has now recovered a trifle more than half of the loss since Produced the boom days. income in 1935 rose more sharply than income paid out. During the worst years of the depression the excess of money paid out over money produced ran as high as nine billion dollars a year, made up of such factors as borrowings on life insurance policies, withdrawals from savings, government loans, and dividend and interest moneys distributed but not earned from operations of the current year. The total of income paid out but not produced declined sharply in 1935 as against 1934.

The net result is an impressive increase for 1935 in Spendable Money Income, but the increase over the preceding year, by our method of computation, is less than if we had limited our studies to income produced.

Since sales organizations are more interested in how much money there is, and where it is, than in the sources of its production, we believe that our basis is more realistic and more usable than the more conventional estimates of income produced.

THE SALES MANAGEMENT statistical staff estimates for

The outstanding feature of every Survey of Spending Power which SALES MANAGEMENT has published since 1928 is the exclusive and original estimate of SPENDABLE MONEY INCOME, which we define as follows:

"Spendable Money Income is the money actually paid out during the calendar year for goods and services produced and rendered, plus Federal allotments, and moneys paid out of savings and surpluses of business institutions."

Spendable Money Income answers the question, "How much money is there to spendand where?" A more detailed description of Spendable Money Income will be found in the following pages.

A feature new to this year's book is an estimate of the urban family median incomes in all counties whose urban population comprises 33 1/3% or more of the whole. This is designed to give an approximately accurate picture of how total income is divided, for of

course it is not divided equally.

1935 an increase in Spendable Money Income over the 1934 figures of approximately 3%, but, as pointed out above, the increase in produced income was considerably greater, and approximated 15%.

Each succeeding year since SALES MANAGEMENT started these annual studies of Spendable Money Income, manufacturers, advertising agencies and sellers of advertising media have demonstrated by actual tests the substantial accuracy of the county and city figures. Hundreds of letters received during 1935 justify the belief that these estimates provide the means of removing many of the elements of doubt which have long surrounded the task of estimating the potential value of markets.

One hundred per cent accuracy is, of course, impossible, and especially is this true in the case of income estimates—but in the data presented herewith the margin

of error is reduced to a minimum and the element of blind

chance is almost entirely eliminated.

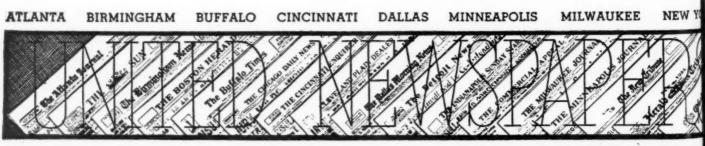
As has been true of other issues, unrelated figures have been eliminated from these tables. A serious attempt has been made to give a well-rounded picture of sections, states, counties and cities. Compilations have been made



# So they bought THIS WEEK

THIS WEEK is the "happy medium" that settles many an advertising debate.

THE GENTLEMAN ON THE LEFT gets magazine power . . . color that makes products doubly desirable . . . 4,500,000 circulation in America's richest markets . . . top-notch authors and illustrators who make the whole family read and preserve each issue.



BALTIMORE

BOSTON

**CHICAGO** 

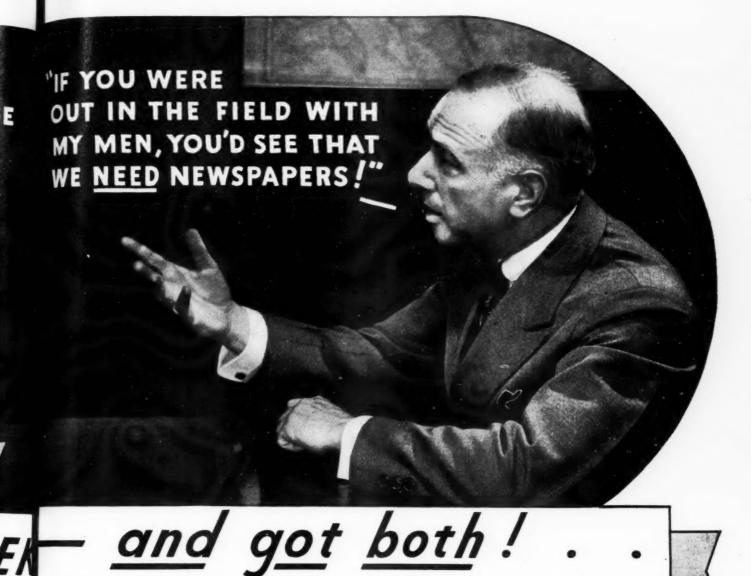
CLEVELAND

DETROIT

**MEMPHIS** 

INDIANAPOLIS NEW ORLE

SALES MANAGEMENT



THE GENTLEMAN ON THE RIGHT gets the local sales punch of 21 great metropolitan newspapers . . . an average "trading area" coverage of 1 in every 3½ families that wins real dealer support . . . newspaper sales action that turns readers promptly into shoppers and buyers.

AND THE GENTLEMAN WHO FOOTS THE BILL pays just 1/4¢ per family for a full color page!

**PITTSBURGH** 

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WASHINGTON

APRIL 10, 1936

[493]

which answer to a large extent how many people there are in any unit, the amount of wealth they have accumulated, their standards of living, their current purchases of a commodity-automobiles-which has proved to be a significant index of prosperity, the total amount of income which they had at their disposal last year and, to a limited extent, how

that income was divided.

Statistical and planning work on Spendable Money Income is an all-year-'round job in the SALES MANAGEMENT office and—as is true of practically all statistical material, including all government Census reports—figures are always subject to revision. Following the publication of the April 10, 1935, volume, correlation studies were made on Spendable Money Income estimates against all available current data on retail spendings such as automotive sales, department store sales, rural sales, etc. As a result of these correlation studies, adjustments were made on a number of counties on SALES MANAGEMENT work sheets. Some estimates for 1934 were found to be too high, others too low. As a result there are some 40-odd counties among the more than 3,000 where Spendable Money Income estimates as shown in this issue have undergone rather radical ups and downs as compared with 1935. In cases where material declines are shown they represent an adjustment of an excessively high estimate in the 1935 book, rather than an actual decline in income in the county in the twoyear period.

#### Definitions, Descriptions and Sources of Column Headings and Tabular Material

At the bottom of this page and the following page we have reproduced fragments of both the county and the city data pages for easy reference in checking the following explanations of subject headings. First we will take up

the county figures.

POPULATION-1930 Census figures are used through-The first column shows, in thousands, the county population; the second column shows what percentage that population is of the state total; the third column shows what percentage it is of the U. S. A. total. The fourth column shows the percentage of the population residing in urban communities of 2,500 population or more, and the last column gives, in thousands, the number of families. While the general population average of the country is 4.2 persons per family, there is considerable variance by sections, counties and cities, with the range running from 3 to more than 6.

BANK DEPOSITS-This compilation was made for SALES MANAGEMENT by the Rand McNally Bankers Directory and covers deposits in checking accounts as of midyear 1935.

RENT AND OWNERSHIP-The source of median rentals and percentage of owners is the 1930 Census. Special computations were made by the SALES MANAGE.

MENT staff to determine the percentage of owner-occupied homes. Median monthly rentals represent, of course, the middle point: If the median rental in a county is \$18.44, it means that an equal number of people pay less, and an equal number pay more, for their rent than this middle

FACTORY WAGE-The source of these per capita wage figures is the 1933 Census of Manufacturers. It was compiled by the SALES MANAGEMENT staff by dividing the total wage payments as given in the government figures by the average number of workers employed. Seasonal and part-time workers are included in the Census total, and the average for full-time workers would unquestionably be larger than these figures. Factory earnings increased materially between 1933 and 1935, but this column doubtless has a valuable relationship factor for comparing one county

INCOME TAX RETURNS—The most recent figures on individual returns released by the Bureau of Internal Revenue of the Treasury Department for counties and cities cover the calendar year 1933. SALES MANAGEMENT'S statistical staff has reduced the number of returns to a figure showing the returns per 1,000 population, believing this method of presentation will enable readers more quickly to grasp the significance of the returns in measuring market potentials.

LIVING STANDARDS—The figures on telephones were supplied to SALES MANAGEMENT by the American Telephone and Telegraph Company, and the SALES MAN-AGEMENT staff reduced them to terms of per 1,000

population.

The passenger car registrations were supplied by special order to Sales Management by R. I. Polk & Company and they, too, were worked out by SALES MANAGEMENT in terms of registrations per 1,000 population. Registrations cover the total at the end of the year 1935.

The three columns of income tax returns, telephones and passenger car registrations, all in terms of per 1,000 population, make possible quick comparisons of essential differences between counties in taxable incomes and living

standards.

NEW CAR SALES—These figures of retail passenger car sales of 1935 and 1934 were compiled by R. L. Polk & Company especially for SALES MANAGEMENT, and for the convenience of readers SALES MANAGEMENT has added a third column which gives the ratio of 1935 to 1934 sales, thus mirroring the actual and relative increases and decreases by counties.

SPENDABLE MONEY INCOME—The first column

#### SPECIMEN OF COUNTY DATA

			PULATIO			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	STANDA 1935	RDS	NEW (	CAR SALI	ES	SPENDAB	LE M 193		NCOR	AE
COUNTIES	Total 1930	% of	% of	% Ur-	Fam- ilies	In millions of \$	Median Rentals	% Own- ers	Aver- age Annual	Returns per 1000	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935	in thousands	% of State	% of U.S.A.	Per cap-	Ur- ban Fam- ily
		State	U.S.A.	ban		1935	1930	1930	1933	1933	(per 1000	pop.)			1934	of \$			ita	Me- dian
Dallas	325.9	5.59	.2654	83.8	82.5	188.1	26.97	39	771	50.7	135.2	231	12,030	9,139	132	262,378	10.84	.4166	806	1,934
STATE TOTAL	5,824.7		4.7444	41.0	1,380.1	1,033.2	17.83	40	804	19.4	61.0	173	138,726	106,622	130	2,422,129		3.8454	422	1,278
WEST SOUTH CEN. TOTAL	12,176.6		9.9232	36.4	2,868.0	1,821.2	16.92	39	741	16.0	52.9	144	238,949	185,028	129	4,386,091		6.9317	359	1,222
U. S. A. TOTAL.	122,705.			58.1	29,904.6	51,629.7	27.15	48.9		31	87.2	179	2.743.922	1.888.557	145	62.987.581			513	1.474

under this heading shows in thousands of dollars the Spendable Money Income for 1935 from all sources, such as: Wages, salaries, fees and commissions of every sort, business profits, dividends and interest, Federal allotments and all miscellaneous items of income. The income is gross income before taxes are paid.

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The phrase, "money income," means income received in dollars as distinguished from service compensation of an individual or members of a family, for which there is no money consideration. It does not take into account either inventory gains or losses, or products used on farms for household feed, seed and waste. Exclusion of consumed food and fuel products accounts partially (rent is another major item) for the relatively lower per capita income in agricultural counties as compared with those sections which are highly urban. In that connection we refer readers to a study on page 682 of SALES MANAGEMENT for December 15, 1935, called, "The Farmer's Income and What He Does With It." This study indicates that the metropolitan city family, to have the same standard of living as the average farm family with a \$1,000 cash income, must have a minimum of \$1,600 a year.

Our estimate of the country's total net income is based on the most careful estimates obtainable from government sources and cross-checked with such organizations as the National Bureau of Economic Research, the National Industrial Conference Board, Brookings Institution, Brookmire Economic Service, Standard Statistics Company, etc. As has been true of previous editions of the Survey of Spending Power, the approximation of the national income by states is based on a compilation made up of income tax returns as published by the Bureau of Internal Revenue and agricultural income as measured by the Bureau of Agricultural Economics of the Department of Agriculture. As these figures constitute about 331/3% of total income, it may be assumed that the total income will be distributed on the same basis to each state as the  $33\frac{1}{3}\%$ . been proved by correlation, and by the government's several Censuses of Retail Sales. The percentage of retail sales by states follows very closely the estimates of Spendable Money Income made by SALES MANAGEMENT over a period of years.

After apportioning to each state its share of the total national income, the total state incomes are distributed by counties on a ratio number built from the proportion of income tax returns and agricultural marketings that each county has to the total income returns and agricultural marketings of the state.

For the convenience of subscribers we have further refined the Spendable Money Income figures by showing them in terms of percentage of the state and percentage of the U. S. A. Readers will find an easy and interesting comparison between the county percentages of state and U. S. A. population with the similar percentages for Spendable Money Income.

The per capita figure of Spendable Money Income needs no particular introduction as it has long been a feature of these Surveys of Spending Power. We wish, however, to point out one fact in connection with the per capita figures. As pointed out above, we believe that the total income credited to a county is approximately correct; the government tells how many people there are in the county and the resulting per capita has decided value as a measuring rod of ability to buy. The weakness lies in the fact that incomes are by no means evenly distributed, and it would be conceivable for a county of 10,000 population to have, let's say, a total income of 10 million dollars or a per capita of one thousand dollars, but if it happened that one man in that county had an income of one million dollars and 499 others had an aggregate income of another three mil-

lion dollars, the remaining 9,500 would have a per capita of only \$632. The one thousand dollars per capita therefore would not be a true average for the majority of people in that county.

Spendable Money Income therefore gives an approximately accurate picture of how much money is available for spending in any county, but the per capita figure falls short of giving a truthful answer as to how much the average person or family has.

URBAN FAMILY MEDIAN INCOME—In an attempt to produce a more realistic yardstick than is given by the mere per capita figure, the SALES MANAGEMENT staff spent several months in study, experimentation and consultation on the subject of developing a median family income figure. The most fruitful source of study turned out to be the "Financial Survey of Urban Housing," made by the government for the year 1933 and covering 64 cities. These cities included at least one in every state in the Union. Government investigators determined through personal interviews the average income for the year, divided by home owners and tenants, the amount paid by sections and in individual cities for rent and the relationship between rents and income.

In 1930 the government Census gave urban median rentals for practically all cities and counties, but no relationship was shown between rentals and incomes. This, however, was available through the 1933 Census for selected cities. Sales Management editors found it possible to construct a formula made up of the following constituents: 1929 urban median rentals, ratio of 1933 to 1929, ratio of tenant homes to total homes, ratio of 1933 rents to incomes of that year, ratio between incomes of owner-occupiers and tenant families, changes in rent since 1933 (Bureau of Labor Statistics and National Industrial Conference Board), ratio of 1935 incomes to 1933 (Sales Management estimates).

The formula has resulted in estimates of urban family median incomes for those counties which are  $33\frac{1}{3}\%$  or more urban. The median figure means that it is the true middle figure. The median divides a thing in half. If it is \$1,500, for example, it means that an equal number of families have incomes both above and below the \$1,500 mark.

Readers will find in consulting these family income estimates that quite frequently they seem to show very little relationship to the per capita estimates. This is particularly true of counties which are not completely urban. For example, a county may have a per capita individual income of \$200 and an urban family median of \$900. At first glance this relationship might seem absurd, but we wish to emphasize again that our family incomes apply only to urban communities and in the hypothetical county we are discussing, the population may be 60% rural and 40% urban. Our estimates of median family income refer only to the urban fraction of the county.

Other seeming disparities between the per capita and family figures are occasioned by the differences in the rental rates in various sections of states and counties. The Financial Survey of Urban Housing in 1933 showed that the ratio of rents to income in that year ranged from 11% in some communities to nearly 30% of income in others.

THE TRADING AREAS—Through the courtesy of Batten, Barton, Durstine & Osborn, we are able to use their unbiased delineation of "local retail trading areas" and show by key numbers the city areas to which important counties belong.

The 121 trading areas selected for inclusion include all cities of 50,000 or more which are independent areas, and the counties included in them have 92.77% of the buying power of the country. Each county belonging to such an

area has a number following its name, and with the following key readers can combine the counties belonging to a certain area.

The city areas and their key numbers follow. States into which the area falls are given and the numbers in parentheses show the number of counties in the trading area.

```
Akron, Ohio-see footnote
Aktona, Office-Sec Toothold 1—Albany-Troy-Schenectady, N. Y. (13)
2—Altoona, Pa. (2)
3—Asheville, N. Car. (16)
4—Atlanta, Ga. (58); S. Car. (1); Ala. (2)
5—Augusta, Ga. (12); S. Car. (6)
6—Austin, Tex. (4)
7—Baltimore, Md. (16); Va. (5); W. Va. (2)
8—Beaumont, Tex. (6); La. (3)
9—Binghamton, N. Y. (5); Pa. (1)
10—Birmingham, Ala. (33)
11—Boston, Mass. (8); N. H. (10); Vt. (2)
12—Buffalo, N. Y. (7); Pa. (2)
13—Cedar Rapids, Iowa (4)
14—Charleston, S. Car. (6)
15—Charleston, W. Va. (12); Va. (2)
16—Charlotte, N. Car. (17); S. Car. (4)
17—Chattanooga, Tenn. (10); Ala. (2); Ga. (4)
18—Chicago, Ill. (25); Ind. (6); Wis. (5); Mich. (2)
19—Cincinnati, Ohio (10); Ind. (5); Ky. (14)
20—Cleveland, Ohio (20)
21—Columbia, S. Car. (20)
                    -Albany-Troy-Schenectady, N. Y. (13)
   21—Columbia, S. Car. (20)
22—Columbus, Ohio (20)
23—Dallas, Tex. (28)
                        -Davenport-Clinton-Moline-Rock Island, Iowa (5); Ill. (1)
    25-Dayton, Ohio (6)
   26—Decatur, Ill. (6)
27—Denver, Colo. (63); Wyo. (21); Kans. (2); Neb. (1);
N. Mex. (6); Okla. (1); Tex. (1); S. D. (1); Utah (4)
28—Des Moines, Iowa (46)
    29—Detroit, Mich. (14)
30—Duluth, Mich. (7)
31—Durham, N. Car. (3)
32—El Paso, Tex. (9); Ariz. (2); N. Mex. (11)
33—Erie, Pa. (4)
  22—Et Paso, 1ex. (9); Artz. (2); N. Mex. (11)
33—Erie, Pa. (4)
34—Evansville, Ind. (8); Ky. (3); Ill. (7)
35—Fargo-Grand Forks, N. D. (52); Mont. (2)
36—Flint, Mich. (1)
37—Fort Wayne, Ind. (11)
38—Ft. Worth, Tex. (84)
39—Fresno, Cal. (4)
40—Grand Rapids, Mich. (23)
41—Greensboro, N. Car. (5)
42—Harrisburg, Pa. (13)
43—Hartford, Conn. (4)
44—Houston, Tex. (45)
44—Houston, Tex. (45)
45—Huntington, W. Va. (6); Ky. (10); Ohio (1)
46—Indianapolis, Ind. (33)
47—Jackson, Mich. (2)
48—Jacksonville, Fla. (34); Ga. (1)
49—Johnstown, Pa. (2)
50—Kalamazoo, Mich. (3)
51—Kansas City, Mo. (27); Kans. (70); Okla. (3)
52—Knoxville, Tenn. (21); Ky. (3); Va. (4)
53—Lansing, Mich. (5)
       52—Knoxville, 1enn. (21); Ny. (5), Va. (5)

53—Lansing, Mich. (5)

54—Lexington, Ky. (33)

55—Lincoln, Neb. (13)

56—Little Rock, Ark. (46)

57—Los Angeles, Cal. (9); Ariz. (2); Nev. (1)
       57—Los Angeles, Cal. (9); Ariz. (2); Nev. (1)
58—Louisville, Ky. (48); Ind. (4)
59—Macon, Ga. (39)
60—Madison, Wis. (4)
61—Memphis, Tenn. (20); Ky. (1); Ark. (10); Miss. (42)
62—Miami, Fla. (7)
63—Milwaukee, Wis. (35)
```

64-Minneapolis-St. Paul, Minn. (79); Wis. (8); N. D. (1);

65—Mobile, Ala. (6); Miss. (4) 66—Montgomery, Ala. (18); Ga. (2) 66—Montgomery, Ala. (18); Ga. (2)
67—Nashville, Tenn. (39)
68—Newark, N. J. (7)\*
69—New Bedford-Fall River, Mass. (1)
70—New Haven-Waterbury, Conn. (1)
71—New Orleans, La. (33); Miss. (12)
72—New York, N. Y. (14); N. J. (14); Conn. (1)
73—Norfolk, Va. (5); N. Car. (12)
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74—Oklahoma City, Okla. (46) Oklahoma City, Okla. (46)

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-Omaha, Neb. (76); Iowa (7); S. D. (6)

-Peoria, Ill. (11)

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80—Portland, Me. (5)
81—Portland, Ore. (35); Wash. (6)
82—Providence, R. I. (5)
83—Raleigh, N. Car. (30)
84—Richmond, Va. (35)
85—Roanoke, Va. (11)
86—Rochester, N. Y. (7)
87—Sacramento, Cal. (17)
88—Sacramento, Cal. (17) -Saginaw, Mich. (3) -Salt Lake City, Utah (25); Nev. (3); Wyo. (2); Idaho (21)-San Antonio, Tex. (45) -San Diego, Cal. (1) 91—San Diego, Cal. (1)
92—San Francisco, Cal. (25)
93—Savannah, Ga. (21); S. Car. (2)
94—Scranton, Pa. (4)
95—Seattle, Wash. (18)
96—Shreveport, La. (25); Ark. (1)
97—Sioux City, Iowa (12); Minn. (1); S. D. (30); Neb. (3)
98—South Bend, Ind. (3)
99—Spokane, Wash. (15); Idaho (10); Mont. (4)
100—Springfield, Ill. (10)
101—Springfield, Mass. (4)
102—Springfield, Ohio (2)
104—St. Joseph, Mo. (9)
105—St. Louis, Mo. (54); Ark. (1); Ill. (26)
106—Superior, Wis. (10); Mich. (9)
107—Syracuse, N. Y. (7)
108—Tampa-St. Petersburg, Fla. (16)
109—Terre Haute, Ind. (6); Ill. (3)
111—Tulsa, Okla. (15)
112—Utica, N. Y. (3)
113—Waco, Tex. (7)
114—Washington, D. C. (1); Va. (12); Md. (3)
115—Wheeling, W. Va. (5); Ohio (1)
116—Wichita, Kan. (32); Okla. (8); Tex. (1)
117—Wilkes-Barre, Pa. (2)
118—Wilmington, Del. (3); Md. (1) -San Francisco, Cal. (25) 117—Wilkes-Barre, Pa. (2) 118—Wilmington, Del. (3); Md. (1) 119—Winston-Salem, N. Car. (7) 120—Worcester, Mass. (1) 121-Youngstown, Ohio (2) \*Included also under New York.

20A-Akron, Ohio (1)

92A-Oakland, Cal. (2)

#### Sources of City Figures

The fragment of city figures reproduced herewith shows the column headings:

POPULATION—Municipal figures are from the 1930 Census and from this base we have developed the percentage of county and the percentage of state figures. zone figure is the retail trading zone as shown by the 1930 government Census or (in a few instances) publishers'

#### SPECIMEN OF CITY DATA

CITY	COUNTY		POPULA	ATION		Bank Debits Ratio 1935 to	Major Cities,	City Revenue Receipts, 1934, Major	Receipts,	Income Tax Returns, 1933, per	Spendable Money In- come, 1935,
		Zone	Municipal	% County	% State	1934	1935	Cities, per capita	Dec. 1935 to Dec. 1934	1000 people	per capita
Dallas	Dailas	833,611	260,475	79.98	4.47	124.6	70,044	35.19	115.7	63	887

S. D. (4)

# Only the "Right People" Buy Grand Pianos

#### and it might surprise you to know who they are

NTO the sales salon for a famous make of piano, one of the highest priced instruments in America, came thirty-two

people who bought grand pianos.... One was a broker, senior partner in a nationally known firm. . . . One was a doorman in a New York apartment house.... One was a social leader, bearing one of the most distinguished names in the social register . . . One was a rooming house keeper.

And so on, down the list, came these men and women from all walks of life, each of whom bought a grand piano.

Analyzing the entire group of thirty-two, we find that seven of them were what we commonly call "upper class," ten were middle class and fifteen were even below middle class in rank.

Yet from the piano maker's standpoint, all were certainly the "right people" for the sale of his product. Just as the right people for the sale of any product are simply the people who BUY that product. All considerations of their social or financial standing are merely of academic interest . . . they simply illuminate the fact, which every large advertiser has discovered, that it takes all kinds of people to make a market.

#### Millions of the "Right People"

Who were the three million people who bought new automobiles last year? And the million who bought automatic refrigerators? All were the "right people" for the manufacturers in those two industries.



There are millions of "right people" for every large manufacturer. They are the millions who buy goods—over THIRTY BIL-LION DOLLARS' worth a year.

#### The controlling factor in advertising

The only point to consider is how to reach these people most effectively, most economically. There is one great, controlling factor: 80

per cent of all the nation's commodities is bought by the people living in a clearly defined, geographically small territory. It comprises but one-fifth of all the counties; yet it consumes four-fifths of all the merchandise. In it are located all of the 995 key cities of 10,000 population and over that account for 70% of all retail sales. Here is concentrated the buying population of the nation. And here The American Weekly

concentrates its more than 5,500,000 circulation, blanketing the buying population of the world's richest market. It reaches from 20% to 50% of all the families living in 614 of the 995 key cities of 10,000 population and over. It reaches one-fourth of all the English-reading families in America. This is the market for volume business!

#### Impact!—on the nation's buying power

Advertisers who have used The American Weekly know its power to create consumer demand. Store buyers go into action, wires hum, freight trains roll through the night - as

twenty million people read and respond. Behind it all is the dynamic force of reader interest. Out of sheer editorial genius has been created a magazine so fundamental in appeal, so broad in scope, as to touch the minds and emotions of all mankind. Other publications may try to select their audiences among special types of people. The American Weekly interests them all. In the sixteen basic elements of human interest it

finds the common denominator of all human



Rooming House Keeper

nature. With its dramatic presentation of truth stranger than fiction it fascinates men and women of all walks of life. It is "the nation's reading habit.

#### Where this magazine goes

The American Weekly is the largest magazine in the world. It is distributed through the 17 great Hearst Sunday newspapers.

In each of 158 cities, it reaches one out of every two families

In 146 more cities, 40 to 50% of the families In an additional 139 cities, 30 to 40%

In another 171 cities, 20 to 30%

... and, in addition, more than 1,982,000 families in thousands of other communities, large and small.



#### Cock-A-Doodle-Doo

Advertising linage and revenue in the month of March was the second largest of any month in the history of The American Weekly and came within a few thousand dollars of beating all previous records. March is the third successive month in 1936 of substantial advertising linage and revenue gains.

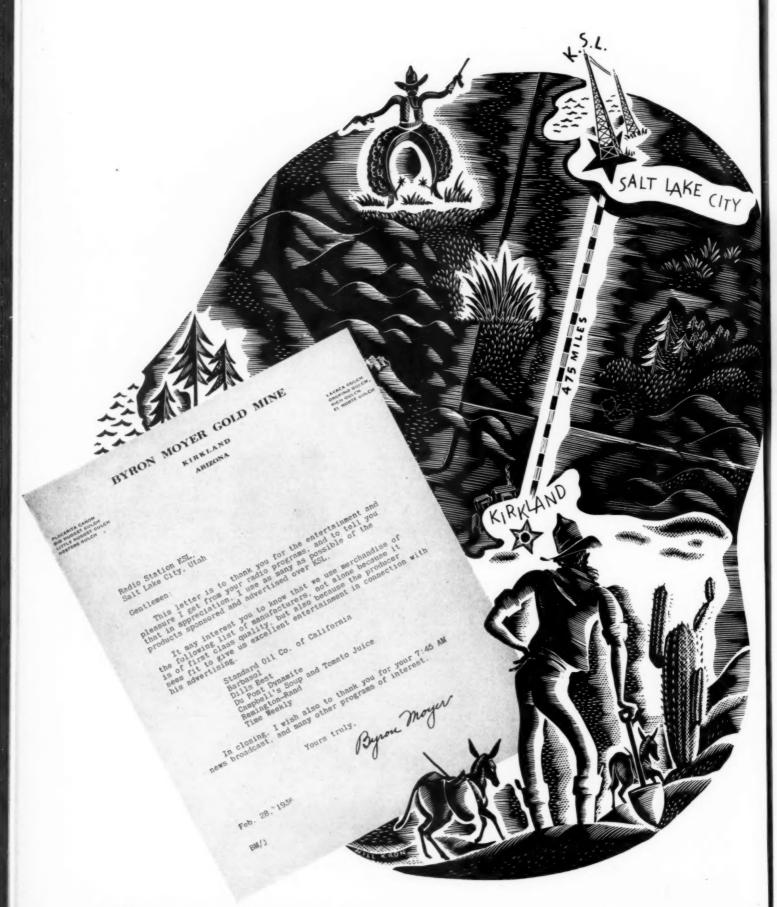
# Circulation

"The National Magazine with Local Influence"

Main Office: 959 Eighth Avenue, New York City

Branch Offices: Palmolive Bldg., Chicago . . . 5 Winthrop Square, Boston . . . Arcade Bldg., St. Louis . . . Edison Bldg., Los Angeles Monadnock Bldg., San Francisco . . . General Motors Bldg., Detroit . . . Hanna Bldg., Cleveland . . . 101 Marietta St., Atlanta

APRIL 10, 1936



# GOLD MINES

### .. and CBS Coverage

Here's as glittering an example of *listener*-gold turned into *client*-gold as we've seen. Fresh-drawn from the mine, it is minted directly into sponsor-profits "because (as Mr. Byron Moyer says) the producer sees fit to give us excellent entertainment...with his advertising."

Add this report to the more elaborate studies of Columbia coverage and Columbia results. It belongs. For Columbia territories these days, are regularly reported to be gold-mines.

But what we really want to point out, here, is how very neatly this gold-miner reveals the strategy of Columbia coverage. He is 475 miles from the nearest Columbia transmitter. Yet the strategic location of Columbia "power" (KSL's 50,000 watts, for example)—where power is of most value—brings him within cash-register distance of the advertiser.

And where millions of people are concentrated (in the tight markets of the East) that is where Columbia—with dominant local stations—serves

more markets "from within" than any other network. It might be put this way: wherever the gold-mines are located, we work them for our clients as they should be

worked. And the clients report the strategy a good one.



THE COLUMBIA BROADCASTING SYSTEM

APRIL 10, 1936

[499]

estimates. Cities included are the majority of those with populations of 10,000 or more, the omissions being certain suburbs which are not independent market centers.

BANK DEBITS—This ratio is constructed from last quarter total 1935 and 1934 figures as compiled by the Federal Reserve Board for 267 cities.

TELEPHONES—This report for major cities was compiled for SALES MANAGEMENT by the American Telephone and Telegraph Company and covers installations as of the end of the calendar year 1935. A. T. & T. points out that in some cities the installations shown cover the metropolitan area rather than the municipal boundaries.

CITY REVENUE RECEIPTS—This information comes from the Department of Commerce, Bureau of the Census, report called "Financial Statistics of City Governments, 1934."

POSTAL RECEIPTS—The Post Office Department at Washington compiled for SALES MANAGEMENT the comparative postal receipts in 143 major cities for the months of December, 1935 and 1934. Ratio figures were developed by SM.

INCOME TAX RETURNS—These figures show in terms of per 1,000 people the individual income tax returns as compiled by the Bureau of Internal Revenue covering the calendar year 1933.

SPENDABLE MONEY INCOME—The total of county Spendable Money Income was further broken down by cities on the basis of test studies made by Ray B. Prescott.

#### Suggestions for Using the State, County and City Figures

The following uses of the data contained in these Surveys are among those reported by SALES MANAGEMENT readers:

- 1. Allocating Advertising by Districts.
- 2. Determining Market Potentials.
- 3. Setting Sales Quotas.
- 4. Checking Media Circulations Against Income and Sales.
  - 5. Checking Salesmen's Results Against Potentialities.
  - 6. Furnishing Spending Power Data to Dealers.
  - 7. Determining Markets for Intensive Cultivation.
  - 8. Servicing Agency Accounts.
  - 9. Defining Sales Territories.
  - 10. Appointing Exclusive Distributors.
- , 11. Measuring Progress or Retrogression of Each Market.
- 12. Planning Expansion Programs.
- 13. Building Bases for Raising New Capital.
- 14. Off-Setting Salesmen's and Distributors' Alibis and Hard Luck Stories.
- 15. Synchronizing Production to the Absorptive Power of the Market

#### Sample Analysis of a County

As an example of the valuable market facts in this Survey let's illustrate with a county chosen more or less at random—Dallas, Texas.

We see that it has 5.59% of the state population and .2654% of the U.S.A. population. Skipping for a moment over to the Spendable Money Income tables, we find that it has 10.84% of the state Spendable Money Income and .4166% of the U.S.A. income. Thus Dallas is immediately stamped as an above-average market both in relation to its immediate surroundings and to the country as a whole.

The Dallas County income tax returns of 50.7 per 1,000 people are nearly double the U.S.A. average of 31 and 2.5 times greater than the Texas state of 19.4.

Living standards as shown by median rentals, telephones and passenger cars are high. The median rental figure of \$26.97 a month is roughly the same as the U.S.A. figure of \$27.15, and the Dallas figure is markedly higher than most of the other counties in the Southwest and the Texas median of \$17.83.

The telephone count of 135.2 per 1,000 people is a great deal higher than the national average of 87.2 and the state figure of 61. It indicates a high measure of progressiveness and prosperity in the county and inferentially stamps it as a good market for electrical products.

E

The passenger car registration figures also stamp the county as high in purchasing power—231 per 1,000 people as compared with 173 for the state of Texas and 179 for the U.S.A.

New car sales in Dallas County last year increased 32% over the preceding year as against a 30% increase for the state and 45% for the nation.

Spendable money income of the county on a per capita basis is \$806—which is almost double the state average of \$422 and half again as much as the national average of \$513. The city's per capita of \$887 is materially higher than the county's.

The urban family median income of \$1,934 is another index which points to a good distribution of income. It is certainly significant to the manufacturer of luxury products to know that half of the Dallas families have incomes in excess of \$1,934, whereas the corresponding figure for the state is \$1,278; for the West South Central states, \$1,222; and for the U.S.A., \$1,474.

As a check against your own sales figures: How does Dallas County's percentage of your total sales compare with its percentage of the nation's total of Spendable Money Income? How do your sales in Dallas and counties comprising the Dallas market compare with state, sectional or national averages? If Dallas incomes, standards of living, etc., are higher than average, your sales should be higher.

What percentage of your total advertising appropriation goes into the Dallas area? Considering the proved receptivity of the market, is it enough?

Other comparisons for Dallas County or the city of Dallas may be made with other cities and counties in Texas, in the Southwest, with cities and counties of comparable population in other sections of the country

#### Editors of the Survey

Philip Salisbury, Editor

Ray B. Prescott, Spendable Money Income Analyst
M. E. Shumaker, Desk Editor
F. L. Sullivan, Production Manager
Raymond Bill, Publisher

Published and copyrighted April, 1936, by Sales Management, Inc., 420 Lexington Avenue, New York, N. Y.

#### Summary of All Data by States and Sections

		OPULA n thous			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	STANDA 1935	RDS	NEW (	CAR SAL	.ES		ENDABL EY INC 1935		
COUNTIES	Total 1930	% of U.S.A.	% Ur- ban	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Aver- age Annual 1933	Returns per 1000 pop.	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of U.S.A.	Per cap- ita	Ur- ban Fam- ily Me-
		U.S.A.	Date		1933	1500	1930	1000	1933	(per 1000	pop.)			/507		A		dian
EW ENGLAND Connecticut Maine Massachusetts New Hampshire Rhode Island Vermont	1,606.9 797.4 4,249.6 465.3 687.5 359.6	.6495 3.4632 .3792 .5599	40.3 90.1 58.7 92.4	197.8 1,021.2 119.3 165.3	1,141.8 299.1 3,812.9 258.4 451.5 167.2	28.41 19.35 29.70 18.83 24.49 18.46	44 61 43 54 41 59	860 771 889 787 823 826	52.3 25.3 57.4 35.9 44.0 27.2	122 105 119 117 99 110	196 171 163 197 187 167	40,005 13,111 90,123 9,988 14,810 7,187	27,347 11,573 70,536 7,911 11,835 4,892	146 113 128 126 125 147	1,006,695 267,966 2,848,689 190,200 377,825 170,271	.4254	336 671 409 550	1,71 1,17 1,79 1,13 1,48 1,11
TOTAL	8,166.3	6.6535	77.3	1,981.4	6,130.9	27.29	46	969	49.5	116	174	175,224	134,094	131	4,862,646	7.7183	595	1,58
New YorkPennsylvania	12,588.1	10.2533	83.5	985.6 3,153.1 2,235.6	17,916.4	37.49 41.94 26.91	48 37 54	958 1,029 837	51.1 62.7 34.4	95 104 83	188 157 163	86,049 242,505 201,938	61,061 179,335 147,165	141 135 137	2,383,546 10,926,002 5,309,840	17.3463	881	1,68 1,88 1,20
TOTAL	26,260.8	21.389	4 77.7	6,374.3	24,184.1	36.84	44	938	50.6	95	164	530,490	387,561	137	18,619,388	29.5605	709	1,6
EAST NORTH CENTRAL Illinois Indiana Michigan Ohio	3,238.5 4,842.3	2.637 3.944	7 55.4 1 68.1	31,929.3 4 843.0 11,180.5 81,697.9	651.1	22.47 37.90	46 56 58 54	960 865 988 930	38.6 19.7 24.9 28.7	122 95 76 93	176 225 240 229	182,202 91,029 182,604 180,388	109,287 53,147 109,773 128,445	171 166	4,857,089 1,416,059 2,575,432 3,334,361	2.2482 4.0888 5.2937	439 533 515	1,82 1,03 1,74 1,33
Wisconsin	2,939.0	2.393	8 52.8	711.8	714.1	28.79	62	933	32.2	111	203	72,568	41,008	177	1,518,873	2.4114	520	1,32
TOTAL.  WEST NORTH CENTRAL lowa. Kansas. Minnesota. Minsouri. Nebraska. North Dakota. South Dakota.	2,470.9 1,880.9 2,563.9 3,629.3 1,377.9	2.012 1.532 2.088 3.956 1.122 3.554	6 39.0 1 38.0 3 49.0	6 635.7 8 487.1 0 606.4 2 939.4 2 342.9 6 145.0	519.9 358.6 844.2	22.00 19.03 26.83 24.99 22.61 22.08	53 54 55 58 49 53 56 51	867 955 919 853 969 1,060 953	17.4 17.4 24.6 26.9 18.7 13.1	150 132 124 109 126 69 91	247 236 236 176 254 185 208	68,955 49,679 65,458 74,915 34,227 12,612 13,531	38,619 32,935 37,573	179 151 174 135 157 164	1,228,875 798,087 1,315,908 1,865,311 600,970 238,141 242,582	1.9510 1.2671 2.0891 2.9614 9.541	504 425 507 518 454 361	1 1,19 9 1,00 7 1,4 5 1,3 4 1,2 0 1,1
TOTAL		10.830	3 41.	-	-	-	53	890	21.0	122	219	319,377	201,380	159	6,289,874	9.9859	473	3 1,3
SOUTH ATLANTIC Delaware. District of Columbia. Florida. Georgia. Maryland. North Carolina. South Carolina. Virginia. West Virginia.	1,468. 2,908. 1,631. 3,170.	9 .396 2 1.195 5 2.366 5 1.326 3 2.582 8 1.416	12 51. 56 100 58 51. 59 30. 58 59. 22 25. 52 21. 26 32. 33 28.	7 376.4 7 652.8 8 385.2 5 644.0 3 365.7	267.2 243.8 327.6 712.2 294.5 107.2 459.2	44.28 14.56 10.70 24.84 11.90	51 37 41 30 70 43 30 51	545 524 824 572 525 700 889	43.6 144.6 20.7 11.0 37.0 9.7 7.6 18.3	81 206 54 34 79 28 20 56	191 325 192 108 166 117 108 125	7,119 29,009 32,476 38,270 36,578 55,990 23,419 45,813 26,083	18,523 26,717 33,235 24,930 45,951 19,890 31,372	3 157 7 121 5 115 0 147 1 122 6 118 2 146	467,377 602,954 868,486 846,33 966,43 414,56	7 .7426 4 .9573 0 1.3786 7 1.343 6 1.534 6 .658 0 1.133	96 3 40 6 29 7 51 3 31 2 23 1 28	9 1,5 1 8 8 8 1,0
TOTAL		-	-		-		42	639	_	49	134	-	227,52	-	-		-	8 1,1
EAST SOUTH CENTRAL Alabama Kentucky Mississippi Tennessee	2,646. 2,614. 2,009. 2,616.	2 2.15 5 2.12 8 1.63 5 2.13	54 28. 96 30. 70 16. 12 34.	.1 591.6 .5 609.4 .8 471.7 .2 600.6	375.6 140.3	14.35	32	570 790 490 641	12.6 5.8	19	75 110 72 111	35,762 19,226	25,88 15,90	9 138 4 121	707,82	1 1.123	7 27	6 1,0
TOTAL		_		.1 2,273.3	1,105.	7 12.21	41	634	10.1	36	93	122,842	95,43	129	2,447,90	3.886	2 24	18 1,
WEST SOUTH CENTRAL Arkansas. Louisiana. Oklahoma Texas.	2,101. 2,396. 5,824.		17 39 16 34 44 41	.6 485.3 .3 564.1 .0 1,380.0	304. 349. 1,033.	5 15.52 3 20.07 2 17.83	34 40 40	541 672 922 804	6.5 16.6 14.6 19.4	35 68 61	82 96 165 173	29,279 53,110 138,720	23,27 39,37 6 106,62	72 120 77 135 22 130	596,52 890,80 0 2,422,12	21 .947 07 1.414 29 3.848	0 27	12 79 1,1 72 1,4 22 1,5
TOTAL	. 12,176.	9.91	6Z 36	.4 2,868.	1,821.	2 16.92	39	746	16.0	53	144	238,94	185,02	28 12	4,366,06	6.931	3	59 1,
MOUNTAIN Arizona. Colorado. Idaho. Montana. Nevada. New Mexico. Utah. Wyoming.	. 1,035 . 445 . 537 . 91 . 423	.7 .84 .0 .36 .6 .43 .0 .07 .3 .34 .8 .41	348 34 136 50 125 29 179 33 142 37 148 25 136 52 137 31	.1 267. .1 108. .6 136. .8 25. .2 98. .4 115.	3 269. 0 69. 2 112. 4 23. 5 39. 9 121.	9 22.38 4 17.98 3 21.31 4 21.12 8 13.46 4 20.78	49 55 55 52 45 55 60	1,244 779 910	2 30.0 2 14.3 7 23.0 4 42.7 9 13.7 0 21.7	107 76 63 7 99 7 32 7 73	173	26,05 11,08 17,40 3,54 8,31 10,82	5 18,70 4 7,21 5 9,78 7 2,45 1 6,25 5 6,88	01 13 16 15 89 17 57 14 98 13 87 15	9 501,91 4 185,81 8 230,61 4 48,53 2 125,93 7 243,0	84 .79 09 .29 84 .36 23 .07 24 .19 70 .38	70 5: 50 4 52 4 70 5 99 3 59 4	75 1, 26 1, 40 1, 54 1, 49 1, 04 71 1, 73 1,
TOTAL	3,701	.4 3.0	151 39	914.	0 743.	4 19.9	3 51	97	23.3	3 75	202	94,09	62,3	33 15	1 1,600,0	33 2.54	02 4	32 1
PACIFIC CaliforniaOregon	953	.2 4.6 .8 .7 .4 1.2	768 51		3 223	5 21.5	1 58	84	7 29.9	9 103	25	5 25,74	7 116,12 9 14,3 5 23,1	09 18	0 547,5	35 6.59 70 .88 1.42	93 5	32 1, 74 1, 75 1,
TOTAL	8,194	.4 6.6	743 67	7.5 2,300.	1 3,931	.4 29.8	2 49	98	2 48.	0 128	30	1 259,40	1 153,5	52 16	5,602,3	8.89	44 6	883 1
U. S. TOTAL	122773	100.	000 5	6.2 29,903	51,62	9.7 271	5 47	88	3 31.	7 87	17	9 2743,92	1888,5	169 16	62,988,5	100.0	0 8	13 1

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The reader "hears" the advertisement, just as Beethoven, although deaf, "heard" the great symphonies he wrote

# "Euphonious to the Eye"?

There is a certain quality in practically all great advertising that affects the eye in much the same way that great music affects the ear.

It is a quality of splendid harmony—an essential unity that weaves all the elements of an advertisement into one great chorus of selling truth and conviction.

It reverberates through the reader's mind. It strikes responsive chords of desire, belief and action.

To many advertisers, this harmony appears mysterious and illusive, but we of Lord & Thomas affirm its reality in terms of sales for our clients.

We know its power because we have consciously developed its principles and dictated its use in advertising.

#### "Euphonious to the Eye"

We coined this paradoxical phrase in order to express the kind of harmonious appeal that should carry throughout the advertisement. Headline, illustration and text must be welded together until they *sing* the one great song of selling appeal.

True salesmanship-in-print always obeys this fundamental principle of "euphonious eye appeal." It strives for the eloquent rhythms of natural speech. It avoids mere "artiness" in type and illustration—adhering ever to sincerity, clarity and forcefulness on the printed page.

#### First: A Compelling Reason-Why

Above all, true salesmanship-in-print demands a strong central selling idea—a compelling Reason-Why that is in itself the most powerful unifying principle known in advertising. For a central Reason-Why, launched with drama, news and vital emotion, drives with concentrated impact straight to the buyer's interest and desire. It is irresistible.

#### Advertisements are Salesmen

These truths recognize that an advertisement, being a salesman, needs all the qualities of great personal salesmanship. And among these qualities, simplicity and forceful eloquence are basic. If the style of writing is simple, the man on the street understands it—and what he understands, all understand.

Lord & Thomas advertising has through the years adhered to this principle of "euphonious appeal to the eye." So difficult is its accomplishment that "Lord & Thomas Copy" has won a unique place.

#### It is Copy that Sings!

Today, more than ever, this quality has power to lift sales to new heights through advertising. It is the song of salesmanship that never grows old—that continues to win millions in profits for our clients.

#### LORD & THOMAS · advertising

There are Lord & Thomas offices in New York; Chicago; Los Angeles; San Francisco; Toronto; Paris; London Each office is a complete advertising agency, self-contained; collaborating with other Lord & Thomas offices to the client's interest

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SALES MANAGEMENT

### The 1936 Study of Spendable Money Income for 1935

For explanation of these columns, sources of the data, and suggestions on uses, see pages 491-500.

#### New England States—County Data

#### MAINE

			PULATIO thousand			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	STANDA 1935	RDS	NEW	CAR SAI	LES	SPENDA	BLE N	MONEY 1935	INCO	ME
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur- ban	Fam-	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Aver- age Annual 1933	Returns per 1000	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap- ita	Ur- ban Fam ily Me-
		State	U.S.A.	Dan		1833	1930	1930	1933	pep. 1933	(per 1000	pop.)			1904	01.			****	dian
Androscoggin		2.50	.0715 .1096 .0162	75.1 8.2 75.4 11.5	17.4 17.2 33.8 5.2 8.6	40.1 9.3 80.3 7.1 7.6	23.47 13.85 26.59 13.43 12.74	48 65 49 65 73	725 867 806 876 823	28.3 10.3 49.0 17.7 22.2	113 74 148 102 103	164 117 198 189 194	1,163 728 2,904 346 561	1,035 894 2,646 271 481	112 81 110 128 117	27,424 23,996 59,433 5,306 9,197	8.95 22.18 1.98	.0381 .0943 .0084	441 266	1,22
Kennebec	70.7 27.7 15.5 41.4 92.4	3.47	.0225 .0126 .0337		17.0 8.0 4.5 10.2 22.2	35.8 9.2 2.3 9.4 47.4	19.88 15.75 13.53 19.59 19.54	59 67 80 61 62	803 736 602 746 913	27.0 23.6 16.2 16.4 24.6	116 107 101 91 104	182 167 189 186 165	1,364 376 235 637 1,570	342 177 543	133	23,959 9,628 4,771 12,766 32,049	3.59 1.78 4.76	.0153 .0076 .0203	347 308 308	
Piscataquis80 Sagada hoc80 Somerset Waldo Washington	39.1 20.3	2.12 4.90 2.54	.0137 .0318 .0165	53.8 16.7 24.6 23.6	4.8 4.6 9.9 5.6 9.5	3.9 9.4 7.7 2.2 4.7	13.81 14.18 16.55 12.61 10.29	64 65 63 77 73	744 892 716 597 594	15.9 25.0 12.9 12.3 10.6	89 107 85 123 64	174 165 154 169 129	302 298 525 245 534	241 246 449 228 364	125 121 117 107 147	4,843 4,917 13,126 4,858 7,710	1.83 4.91 1.81	.0208	266 290 335 239 204	
York80	72.9	9.14	.0594	34.0	18.8	22.5	17.87	59	747	23.9	87	204	1,323	1,165	114	23,983	8.95	.0381	329	1,0
STATE TOTAL	797.4	100	.6495	40.3	197.8	299.1	19.35	61	771	25.3	105	171	13,111	11,573	113	267,966	100	.4254	336	1,1

#### NEW HAMPSHIRE

Belknap. 11 Carroli 11 Cheshiro 11 Coos 11 Grafton 11	22.6 14.3 33.7 38.9 42.8	4.86 3.07 7.24 8.37 9.20	.0184 55.1 .0116 .0274 40.9 .0320 51.3 .0349 27.1	6.0 4.1 8.8 8.8 11.3	11.4 3.9 12.6 12.2 17.4	17.96 13.37 18.31 19.11 18.18	59 74 59 54 58	863 844 828 806 762	32.8 23.7 38.3 20.9 41.0	120 114 129 84 122	215 254 218 148 228	450 376 858 658 1,134	368 313 632 530 803	123 120 135 124 141	10,190 4,998 12,005 14,469 16,915	2.63 6.31 7.61	.0162 .0079 .0191 .0230 .0269	350 . 356	809 1,056
Hillsborough11 Merrimac11 Rockingham11 Strafford11 Sullvan11	53.8	12.07 11.55 8.29	.1142 80.1 .0457 56.6 .0438 45.5 .0314 76.3 .0198 70.1	34.9 14.4 14.6 9.9 6.2	93.7 51.4 21.4 26.9 7.4	19.60 19.22 18.41 17.17 20.23	43 58 64 52 53	773 884 815 730 776	38.5 42.9 35.5 31.8 23.5	115 133 133 114 95	170 203 234 209 188	2,587 1,236 1,225 981 483	2,128 1,053 963 731 392	122 117 127 134 123	64,487 21,116 20,880 15,608 9,532	11.10 10.98 8.21	.1024 .0335 .0331 .0248 .0151	376 1 388 1	1,039
STATE TOTAL	485.3	100	.3792 58.7	119.3	258.4	18.83	54	787	35.9	117	197	9,988	7,911	126	190,200	100	.3020	409	1,139

APRIL 10, 1936

[505]

#### VERMONT

			PULATIO			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	STAND 193	ARDS	NEW	CAR SAL	LES	SPENDA	BLE A	MONEY 935	INCO	ΛE
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur-	Fam- ities	In millions of \$ 1935	Median Rentals 1930	0wn- ers 1930	Aver- age Annual 1933	Returns per 1000 pop.	Tele- phons	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in housands of \$	% of State	% of U.S.A.	Per cap-	Ur- ban Fam ily
		State	U.S.M.	Lidges		1933	1830	1830	1933	1933	(per 100	0 pop.)			1994	01 \$			ita	Me- dian
AddisonBenningtonCaledoniaChittenden	17.9 21.6 27.3 47.5 7.1	6.02 7.58 13.20		34.1 29.0 63.4	4.5 5.8 6.8 11.1 1.7	2.9 8.6 13.3 38.3 .3	11.59 18.11 17.46 22.17 14.69	65 57 56 51 61	750 702 777 749	19.1 34.5 21.4 37.0 17.7	91 112 97 122 50	188 178 154 162 144	289 491 573 979 142	216 381 387 741 85	134 129 148 132 167	5,960 11,411 11,955 25,944 2,125	6.70	.0181 .0190 .0412	438	1.09
Franklin Grand Isle Lamoille Orange 11 Orleans	29.9 3.9 10.9 16.6 23.0	1.10 3.04 4.64	.0032 .0089 .0136		7.1 .9 2.8 4.4 5.6	8.0 4.8 3.0 5.7	16.66 10.93 12.77 13.16 16.99	59 60 71 74 64	879 607 795 715	22.5 11.7 12.0 11.4 15.3	108 94 86 106 78	148 153 178 165 160	468 57 221 243 460	313 23 130 157 293	147 247 170 155 157	10,511 1,452 4,413 5,825 9,020	.85 2.60 3.42	.0023 .0070 .0092		
Rutland Washington Windham 11 Windsor	41.7 26.0	13.48 11.60 7.23 10.40	.0340	40.9 45.8 48.5 23.0		27.8 20.0 18.1 16.4	18.41 21.81 19.69 18.61	57 57 56 63	759 1,129 753 898	30.2 36.7 29.3 24.0	103 121 135 136	160 174 183 182	939 853 571 901	575 578 414 599	148 138	26,782 22,766 13,985 18,122	13.38	.0361	545 537	1,1 1,3 1,1
STATE TOTAL	359.6	100	.2929	33.0	89.2	167.2	18.48	59	826	27.2	110	167	7,187	4,892	147	170,271	100	. 2703	473	1,1

#### MASSACHUSETTS

Barnstable	32.3 .08 120.7 2.84 364.6 8.58 4.9 .02 498.1 11.72	.0983 81.3 .2971 90.1 .0040	29.9 88.0 1.4	16.8 80.7 196.2 2.1 327.3	22.41 23.35 22.35 22.05 28.08	71 47 41 73 45	829 838 744 874	53.0 46.5 30.3 41.2 49.8	192 139 87 190 123	324 180 143 297 164	1,270 2,408 5,324 143 9,432	1,088 1,868 4,446 131 7,609	117 129 120 109 124	19,218 68,713 187,483 3,943 361,692	6.58	.0305 .1091 .2977 .0063 .5742	569 514 796	1,356 1,412 1,352
Franklin	49.6 335.5 72.8 934.9 3.6 1.17 934.9 22.00 3.6	.2736 92.3 .0592 76.5 .7619 92.6	81.3 16.6 224.3	37.5 245.3 49.2 449.4 3.3	20.65 29.47 21.40 35.74 30.42	80 39 57 47 65	839 913 812 911	37.1 47.9 47.1 70.5 59.8	135 113 113 134 223	223 169 190 178	1,420 7,245 1,662 22,328 92	985 5,267 1,276 17,407 71	144 137 130 128 129	29,153 239,989 36,058 562,250 1,949	1.27	.0463 .3810 .0572 .8926 .0031	715 495 601	1,249 1,783 1,294 1,962 1,840
Norfolk	299.4 7.05 162.3 3.82 879.5 20.70 491.2 11.56	.1322 75.2	42.6 201.3	134.7 109.1 1825.1 335.2	39.92 23.28 36.54 24.06	58 57 27 44	1,006 857 1,048 878	93.4 48.7 63.5 39.0	196 137 88 105	252 226 97 162	11,103 4,406 13,651 9,639	8,512 3,607 10,890 7,379	130 122 125 131	178,822 106,463 787,281 265,675	3.74 27.64	.2839 .1690 1.2499 .4218	656 895	2,215 1,408 2,110 1,555
STATE TOTAL	4,249.6 100	3.4632 90.1	1,021.2	3,812.9	29.70	43	889	57.4	119	163	90,123	70,536	128	2,848,689	100	4.5226	671	1,797

HE Vermont Allied Dailies are six separately owned home papers, published in the six largest cities in the state, with more than 80 per cent of the total circulation of Vermont dailies, and cooperating in their general advertising promotion. They deliver to their advertisers the sound, stable and growing Vermont market.



### VERMONT ALLIED DAILIES

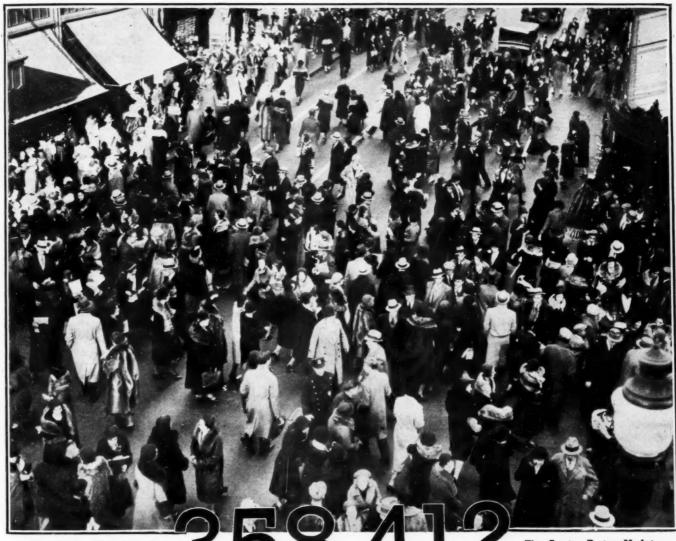
ST. JOHNSBURY CALEDONIAN-RECORD
BRATTLEBORO REFORMER
BURLINGTON FREE PRESS
BENNINGTON BANNER

RUTLAND HERALD
BARRE TIMES

# WHEN BOSTON Goes a-Shopping It Gets Its BUYING IDEAS From

# The Boston Post

The buying power in more than ATHIRDOF AMILLION tamily pocketbooks responds to the advertising power of Boston's tavorite newspaper—an UNEQUALLED selling power because every day many thousands MORE tamilies PREFER it to any other Boston newspaper.



The Boston Post has the Largest Daily Circulation of any Newspaper or Magazine sold in New England, and is practically all Home-delivered.

358,412

The Greater Boston Market is one of the most important trading centres of the world, and The Boston Post is its

A GAIN of 14,641 copies per day over the same period last year

APRIL 10, 1936

[507]

# WD RC

The key to an audience of OVER TWO MILLION, with more than average buying power—

Reach the women buyers in this tremendously sales productive market more effectively and more economically than ever before through WDRC. . . . With daytime power increased to 5,000 watts PLUS the new vertical radiator antenna system which increases former signal strength four times, WDRC now has a larger listening area reaching a greater audience who are SPENDERS.

"The Advertising Test Station In the Advertising Test City"

#### Basic Network Station of the Columbia Broadcasting System

National Representative

Free, Johns & Field, Inc. New York, Chicago, Detroit, San Francisco, Los Angeles

#### RHODE ISLAND

			PULATIO			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	STANDA 1938	ARDS	NEW	CAR SAL	LES,	SPENDA		MONEY 935	INCO	ME
COUNTIES	Total 1930	% of	% ef U.S.A.	% Ur- ban	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Aver- age Annual	Returns per 1000	Tele- phones	Pass. Car Reg.	1935	1935	Ratio 1935 to 1934	Total in thousands	% of State	% of U.S.A.	Per cap-	Ur- ban Fam- ily
		State	U.S.A.	Dan		1830	1830	1030	1933	1933	(per 1000	pop.)			1934	of \$			ita	Me- dian
Bristol 8 Kent 8 Newport 8 Providence 8 Washington 8	2 51.4 2 41.7 2 540.0	7.48 6.06 78.55	.0419		5.7 12.6 10.3 129.2 7.6	6.2 34.9 395.5 14.9	20.16 17.97 24.59 25.30 16.81	49 55 50 38 53	746 769 853 832 775	31.8 32.1 48.9 45.3 43.4	90 77 156 95 133	156 191 227 180 271	498 1,020 1,232 11,190 870	400 909 889 8,861 776	125 112 139 126 112	8,595 19,891 22,226 312,492 14,621	82.71	.0136 .0316 .0353 .4961 .0232	387 533 578	1,119 1,08 1,48 1,63 1,63
STATE TOTA	687.5	100	.5599	92.4	165.3	451.5	24.49	41	823	44.0	99	187	14,810	11,835	125	377,825	100	.5998	550	1,48

#### CONNECTICUT

Fairfield72 Hartford43 Litchfield43 Middlesex43 New Haven70	386.7 421.1 82.6 51.4 463.4	5.14 3.20	.3430 .0672 .0419	74.1 73.2 41.1 47.7 82.6	94.2 100.9 20.3 11.9 111.8	258.8 375.9 49.0 42.8 274.2	29.36 32.85 22.82 22.08 29.03	45 38 56 60 42	878 876 796 795 870	52.7 60.4 44.7 43.1 52.3	129 119 154 131 116	215 198 228 225 175	10,512 11,450 2,282 1,315 9,503	7,035 7,844 1,573 989 6,569	149 146 145 133 145	259,113 282,350 40,822 24,896 304,196	28.05 4.05 2.47		670 490 484	1,776 1,787 1,380 1,336 1,756
New London43 Windham43	118.9 28.6 54.1	7.40 1.78 3.36	.0233	51.4 38.1 43.6	28.6 7.2 13.5	98.1 22.9 22.0	21.38 15.97 14.50	49 59 44	849 890 767	38.5 30.9 30.7	114 72 126	169 228 190	2,807 890 1,246	1,916 525 896	147 170 139	54,589 14,478 26,251		.0867 .0230 .0417	458 505 485	1,293 966 877
STATE TOTAL	1,606.9	100	1,3008	70.4	388.6	1,141.8	28.41	44	860	52.3	122	196	40,005	27,347	146	1,006,695	100	1.5982	626	1,719

On page 491 and following you will find a detailed explanation of all the figures appearing in the tables—sources, method of development, key figures for trading areas, etc. Please read these pages carefully as your guide to the use of the statistical material.

## Get Your Sales Story Across In Rich and Responsive Rhode Island

As revealed elsewhere in this book, Providence - Rhode Island ranks high among America's markets. It's a compact, responsive, profityielding market for those who get their sales story across and make it stick . . . an objective most effectively and economically accomplished through advertising in Rhode Island's leading newspapers.

#### Providence-Rhode Island . . . A City-State Market

Seven-eighths of the people in Rhode Island, most densely populated of all states, live within 15 miles of the Providence shopping center. Thus is provided a compact city-state market in one; independent, self-contained, easily served — a unique, profitable advantage for advertisers. The trading area, as limited by A.B.C., includes 833,399 consumers.

Another profitable advantage is the ease and economy of advertising coverage. The Journal-Bulletin combination, with daily circulation of 138,000 reaches an average of two out of three Rhode Island families.

Represented Nationally by

Charles H. Eddy Co., Inc. New York, Boston, Chicago

R. J. Bidwell Co.



#### New England States—City Data

#### MAINE

CITY	COUNTY		POPULA	ATION		Bank Debits Ratio 1935 to	Telephones, Major Cities,	City Revenue Receipts, 1934, Major	Postal Receipts. Ratio	Income Tax Returns, 1933, per	Spendahl Money In come, 193
		Zone	Municipal	% County	% State	1934	1935	Cities, per capita	Dec. 1935 to Dec. 1934	1000 people	per capita
Auburn (See also Lewiston)	Androscoggin	151,102 214,924 50,000 147,169	18,571 17,198 28,749 17,633 34,948	26.09 24.33 31.12 24.18 49.08	2.33 2.15 3.61 2.21 4.38	121		0000 0000 0000	**** **** ****	94 40 51 24 29	445 392 406 379 406
Portland Jouth Portland Vaterville Vestbrook	Cumberland Cumberland Kennebec Cumberland	207,598 65,132	70,810 13,840 15,454 10,807	52.59 10.28 21.86 8.03	8.88 1.74 1.94 1.35	108	000000000000000000000000000000000000000		102.0	68 45 43 21	520 512 397 496
			NE	W H	A M I	SH	I R E				
Jerlin Concord Dover Ceene	Coos	52,887 13,573 33,000 33,000	20,018 25,228 13,573 13,794 12,471	51.38 44.93 35.19 40.96 55.12	4.30 5.42 2.92 2.97 2.68	0000		****	111.2	18 63 42 49 33	419 493 485 492 512
Agnohesterlashua	Hillsborough Hillsborough Rockingham Strafford	174,493 31,463 14,495	76,834 31,463 14,495 10,209	54.82 22.45 26.97 26.47	18.52 6.76 3.11 2.19	113	0000000	0000	100.1	36 43 56 31	511 519 446 454
				VER	мо	NT					
BarreBurlington	Washington Chittenden Rutland	52,820 132,556 107,589	11,307 24,789 17,315	27.10 54.32 35.74	3.14 6.89 4.81	112			108.9	55 60 57	615 647 618
			MAS	SAC	HU	SET	TS		1		
Attleboro	Bristel Essex. Suffolk. Plymouth. Middlesex.	42,650 38,935 2,834,939 209,834	21,769 25,086 781,188 63,797 113,643	5.97 5.04 88.82 39.30 12.16	51 .59 18.38 1.50 2.67	115 114	393,758	97.97	107.0	43 67 66 50 72	567 780 892 596 850
Chelsea Chicopee Everett Fall River Fitchburg	SuffelkHampdenMiddlesexBristelWorcester	75,000 182,500 141,000	45,816 43,930 48,424 115,274 40,692	5.21 13.10 5.18 31.62 8.28	1.08 1.03 1.14 2.71 .96	109	14,600	50.15	••••	29 16 39 25 37	537 587 586 543 598
Gardner Gloucester Haverhill Holyoke Lawrence	Worsester Easex Easex Hampden Easex	35,000 34,688 104,496 100,000 147,352	19,399 24,204 48,710 56,537 85,068	3.95 4.86 9.78 16.86 17.08	.46 .57 1.15 1.33 2.00	107		••••		35 50 45 48 33	596 745 715 705 690
Leominster Lowell Lynn Malden Malborough	Middlesex	22,212 162,000 297,381 58,143 40,000	21,810 100,234 102,320 58,036 15,587	4.44 10.72 20.55 6.21 1.67	.51 2.36 2.41 1.37 .36	118 105	16,617 23,174	51.08 58.73	102.7	34 35 48 58 38	594 615 720 685 620
Medferd	Essex	203,566 40,000	59,714 23,170 112,597 15,084 65,276	6.39 2.48 30.89 3.03 6.98	1.41 .55 2.65 .36 1.54	112	17,377	49.88	109.3	74 128 31 43 170	705 729 596 705 910
North Adams Northampton Peabody Pittsfield Quincy	Hampshire Essex Berkshire	80,879	21,621 24,381 21,345 49,677 71,983	17.90 33.49 4.29 41.16 24.04	.49 .58 .48 1.17 1.69					46 71 48 54 77	643 596 725 654 590
RevereSalemSomervilleSpringfield	Suffelk	150,000	35,680 43,353 103,908 149,900 37,355	4.05 8.70 11.12 44.68 10.24	.84 1.02 2.44 3.53 .88	119	40,649	51.51 77.87	102.8	33 55 53 64 36	520 740 664 795 537
Waltham Westfield Woburn Worcester	Middlesex	175,476 42,000	39,247 19,775 19,434	4.20 5.89 2.08	.92 .47 .46	121	******		****	50 31 56 49	648 675 666

To facilitate use of the figures in this volume, the editors have included two indexes: one in the front of the book on page 489 and the other, in the back of the book, on page 604. There you will find ready references to all county and city figures by states and sections.

Please do not attempt to use these figures before reading the complete explanation on page 491 and following pages. There you will find sources of all figures identified, explanation of the trading area key, and all comment necessary to a complete understanding of the use of both county and city figures.

#### RHODE ISLAND

CITY	COUNTY		POPULA	TION		Bank Debits Ratio 1935 to	Telephones, Major Cities,	Receipts, 1934, Major	Postal Receipts, Ratio	Income Tax Returns, 1933, per	Money in come, 1935
		Zone	Municipal	% County	% State	1934	1935	Cities, per capita	Dec. 1935 to Dec. 1934	1000 people	per capita
Bristol	Bristol		11,953	47.64	1.74					24	342
Central Falls	Providence		25,898	4.80	3.77					24 17	400 580 380 575
ranston	Providence		42,911	7.95	6.24					54 16 46	580
umberland	Providence		10,304	1.91	1.50					16	380
ast Providence	Providence	********	29,995	5.50	4.36	****	*******	****	****	46	575
incoln	Providence		10,421	1.93	1.51					35	540
ewport	Newport	34,476	27,612	66.30	4.02					35 64 30 37 57	615
orth Providence	Providence		11,104	2.06	4.02 1.62					30	505
awtucket	Providence	159,322	77,149	14.28	11.22					37	545
rovidence	Providence	833,399	252,981	46.84	36.80	117	61,807	63.68	107.8	57	615 505 545 642
Warwick	Kent		23,196	45.13	3.37			11		20	420
esterly	Washington	47,392	10,997	37.47	1.60			****		29 61 30 32	430 596 436 535
lest Warwick	Kent	55,395	17,696	34.43	2.58					30	436
oonsocket	Providence	100,000	49,376	9.14	7.18				****	32	535

#### CONNECTICUT

Ansonia	New Haven Fairfield Hartford Fairfield New Haven	47,689 302,535 35,000 52,887	19,898 146,716 28,451 22,261 10,788	4.29 37.94 6.76 5.76 2.33	1.24 9.13 1.78 1.39 .67		27,942	57.46	113.5	37 44 39 66 41	569 786 597 750 615
Hartford	Hartford New Haven Middlesox New Haven Hartford	458,331 82,000 56,785 14,315 126,048	164,072 38,431 24,554 14,315 68,128	38.96 8.30 47.79 3.09 16.18	10.21 2.39 1.53 .89 4.24	125	53,224	71.27	110.3	76 48 47 48 34	810 668 856 651 566
New Haven	New Haven New London Fairfield New London Fairfield	320,260 72,686 60,500 93,826	162,655 29,640 36,019 23,021 10,113	35.10 24.92 9.31 19.38 2.62	10.12 1.84 2.24 1.44	112	46,115	63.12	102.8	62 61 53 63 30	786 746 743 751 580
Stamford Torrington Wallingford Waterbury Willimantic	Fairfield	81,282 26,122 173,021 25,000	46,346 26,040 11,170 99,902 12,102	11.98 31.55 2.41 21.56 22.39	2.89 1.62 .70 6.22 .75	116	16,226	84.54	107.7	71 36 67 45 47	764 570 748 716 718

### How Does Your Product Stack Up Beside Its Competition in Springfield Homes?



If you sell food products, or household equipment, the answer to this question will be ready soon—in the 1936 Pantry Shelf and Household Survey. Reserve your copy today.

This survey will present tabulations over a three-year period: 1934, 1935, and 1936. What soap has shown the greatest increase since March, 1934? Have Heinz and Campbell been able to maintain their leadership in their fight for the soup business? How is the toothpaste market for national brands changing? These are typical questions to which the survey will give answers.

Address request for your copy to

Springfield (Mass.) Newspapers UNION • REPUBLICAN • DAILY NEWS

420 LEXINGTON AVE.

NEW YORK CITY

Springfield ranks ninth in per capita food sales among all cities in the United States

### Middle Atlantic States—County Data

#### NEW YORK

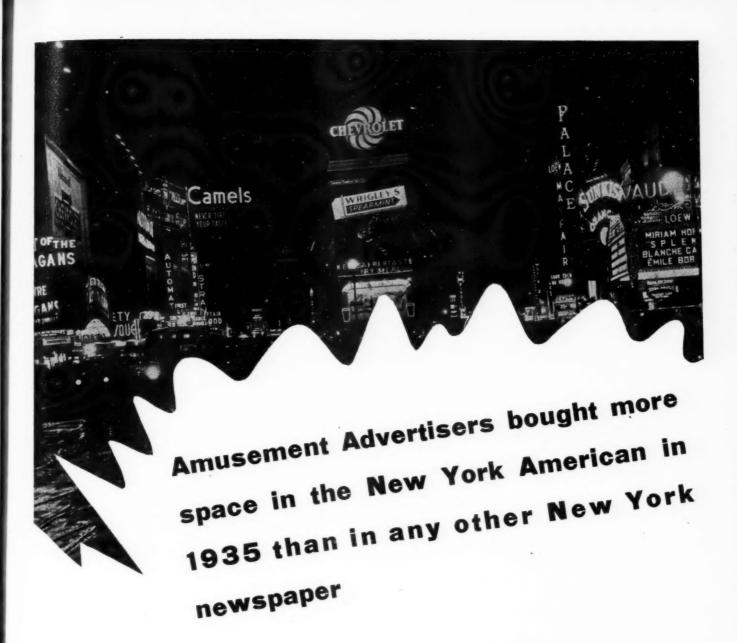
COUNTIES		PO (in	PULATI thousan	ON ds)		BANK DE- POSITS	RENT		FAC- TORY WAGE	IN- COME TAX	STAND 193	ARDS	NEW	CAR SA	LES	SPENDA	BLE 19	MONEY	INCO	OMI
COUNTIES	Tetal 1930	% of State	% of U.S.A.	% Ur- ban	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Average Annual 1933	Returns per 1000 pop. 1933	Tele- phones (per 100	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap-	M
Albany	211.9 38.0 1,265.3 147.0 72.3	.30 10.06 1.17	.1728 .0310 1.0306 .1197 .0590	14.9 100. 72.4	55.7 10.7 321.3 36.3 18.9	346.4 11.1 158.2 56.2 25.0	30.05 17.99 51.97 30.60 23.21	43 65 11 53 66	1,018 1,145 1,015 984	53.7 24.2 28.9 48.8 26.0	142 105 83 108 98	191 262 83 233 224	5,267 1,240 10,951 4,427 1,892	4,084 957 9,457 3,388 1,296	129 129 116 130 146	161,464 17,030 600,170 86,200 41,482	1.48 .16 5.49 .79	.2563 .0270 .9528 .1369 .0659	762 448 474 586	1,6
Sayuga	74.7 34.7 46.7	.51 1.01 .59 .27 .37	.0527 .1030 .0608 .0282 .0380	62.4 70.2 24.1	17.2 33.9 19.6 9.8 10.3	33.3 41.4 29.5 11.5 12.2	21.41 24.49 26.81 16.83 17.95	65 65 58 68 58	766 919 807 851	29.1 24.1 33.4 28.0 17.9	109 79 109 103 75	221 202 200 257 184	1,534 2,832 1,882 975 888	1,028 1,904 1,394 835 642	149 150 134 117 138	39,731 75,318 45,609 18,475 21,339	.36 .69 .42 .17	.0631 .1196 .0724 .0293 .0339	573 614 596 611 533 457	1,
Columbia 1 Cortland 107 Delaware 9 Dutchess 72 Erie 12	41.6 31.7 41.2 105.4 762.4	.33 .25 .32 .84 6.06	.0339 .0258 .0335 .0859 .6209	57.5 8.4 52.6	11.0 8.8 11.2 25.2 184.5	20.5 19.6 11.0 68.4 530.8	18.68 23.90 15.13 26.72 33.64	55 64 68 48 48	874 755 947 834 1,023	28.3 29.6 18.9 41.4 46.6	120 146 87 121 99	226 248 234 227 213	976 920 1,151 3,047 21,541	723 647 832 2,166 14,997	135 142 138 141 144	23,178 18,054 22,067 64,543 474,739	.21 .17 .20 .59 4.34	.0368 .0287 .0350 .1025 .7537	557 569 536 612 623	1,1
seex1 ranklin1 ulton1 enesee12 reene1	33.9 45.6 46.6 44.4 25.8	.27 .36 .37 .35 .20	.0277 .0372 .0379 .0362 .0210	43.5 73.2 49.1	8.1 10.7 13.2 11.1 7.5	5.6 10.2 20.4 13.5 10.7	16.83 20.65 21.03 25.67 15.42	62 61 58 67 68	815 932 875 677 681	17.2 28.3 43.3 23.5 25.0	87 84 152 96 100	207 195 249 239 256	900 1,006 1,321 1,311 709	715 665 1,135 827 515	126 151 116 159 137	16,704 25,835 25,282 22,421 11,486	.15 .24 .23 .21	.0265 .0410 .0401 .0356	472 554 543 504 445	1,
amilton. 112 erkimer 112 efferson	3.9 64.0 83.5 2,560.4 23.4	.51 .66 20.40 .19	.0032 .0529 .0681 2.0854	43.8 100.	16.5 22.3 616.8 5.9	47.5 1,289.1	15.53 21.58 24.49 44.27 14.86	75 59 59 28 75	779 827 1,026 865	15.5 22.8 30.4 42.8 17.0	73 71 103 79 74	239 177 222 91 227	143 1,243 1,819 25,205 506	115 887 1,312 20,516 361	124 140 139 123 140	2,091 30,970 45,087	.02 .28 .41 6.86	.0033 .0492 .0716 2.9250 .0162	532 484 539 720 435	1,
vingsten	303.0	.30 .31 3.36 .48 2.40	.0306 .0324 .3453 .0489 .2468	37.1 35.1 36.6	9.2 11.2 106.8 15.3 75.1	18.8 338.9 34.4	19.22 19.33 39.14 20.93 47.55	64 68 57 53 67	717 903 961 776 1,208	19.9 26.8 47.7 26.1 68.2	98 125 123 99 198	236 256 236 205 341	1,162 1,185 12,918 1,401 13,847	876 849 8,680 977 9,572	133 140 149 143 145	18,137 22,056 305,708 31,167	.17 .20 2.80 .28	.0288 .0350 .4853 .0495	483 554 721 519 710	1,
ew York72 lagara12 neida112 nondaga107 ntario86	1,887.3 149.3 198.8 291.6 54.3	1.19	1.5209 1 .1216 7 .1619 7 .2375 7 .0442 4	78.7 72.8 77.4	468.9 35.9 48.4 73.7 14.3	55.2 106.4 193.4	43.64 31.46 25.41 36.44 25.69	2 57 54 52 66	1,170 1,019 773 934 864	185.9 36.6 35.2 42.6 33.2	104 81 94 101 108	64 223 195 211 249	20,388 3,863 4,248 7,157 1,463	17,118 2,803 2,996 5,362 1,065	119 138 142 133 137	4,129,679 3 84,613 112,672		6.5564 2 .1343 .1789 .3206	567 567 693	2,3 1,4 1,3
range	130.3 28.8 69.6 46.7 13.7	1.04 .23 .55 .37 .11	.1062 5 .0235 3 .0567 5 .0380 3 .0112	8.0 0.4 3.0	32.8 7.9 18.3 13.4 3.4	5.2 28.4 20.4	24.30 18.75 19.55 20.90 24.41	63	894 562 830 1,084	38.8 18.6 22.7 32.3 41.4	123 82 91 123 153	235 251 203 250 310	3,863 745 1,608 1,227 534	2,817 501 1,129 786 359	137 148 142 156 149	87,611 14,123 35,652 22,517 8,890	.80 .13 .33 .21	.1391 .0224 .0566 .0357	671 1 672 1 490 512 482 647	1,0
presentation of the control of the c	119.8	8.58 .95 1.26 .50 .72	.8790 1 .0975 7 .1290 1 .0485 3 .0741 4	4.0 00. 6.1	280.1 31.8 35.7 13.7 22.4	74.2 31.8 20.7	48.38 23.58 39.81 28.80 17.58	49	1,081 810 1,071 929 847	46.6 37.9 38.2 38.5 18.9	113 87 90 133 69	166 193 164 251	20,514 2,648 2,902 1,992 1,748	16,232 1,793 2,206 1,333 1,120	128 148 131 149 156			1.0091 .1173 .1490 .0615	589 1 617 1 593 1 650 1 593	1,0

# . . . and speaking of spending power

The 595,000 sportsmen readers of our magazines, and their families, spend over two billion dollars annually for their autos, life insurance, home supplies, food, clothing, cigarettes and tobacco, sporting goods, liquor, travel, razor blades, etc.

YOU can sell this active good-spending market at the very low rate of \$2.72 per page per thousand readers in

HUNTING & FISHING NATIONAL SPORTSMAN



# What does that mean?

#### AMUSEMENT ADVERTISING

NEW	YORK NE	WSPAPERS 19	3 5
14 5 **	10 44 112	Agate L	
AMERIC	AN	583,	990
NEWS	**********************	570,	562
JOURN	AL	549,	
TIMES	**********************	539;	258
		484,	
MIRRO	A	449,	810
SUN	*******************************	373,	439
WORLD	-TELEGRAM	371,	159
		321,	
		ledia Records	

People who spend money for amusements have money to spend for other things . . . for luxuries as well as necessities. They are good prospects for all advertisers.

The fact that advertisers of legitimate shows, motion pictures, concerts, operas and sports events use more space in The American than in any other New York newspaper, means that they have found this newspaper most effective for reaching and selling the people who are interested in these subjects. And that is significant to any advertiser who wants to put his message before the active, responsive, spending families in the New York market.

#### **NEW YORK AMERICAN**

NATIONAL ADVERTISING REPRESENTATIVES: PAUL BLOCK AND ASSOCIATES

Urban Family Median

1,632 1,373 1,042

1,161 1,099 1,203 806 1,073 1,299 1,510

,027 ,144 ,152

,069 ,099 ,987

968 ,757 939 ,134

			PULATIO			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	STANDA 1935	RDS	NEW	CAR SAL	ES.	SPENDA	BLE N 193		INCO	ME
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur-	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	0wn- ers 1930	Aver- age Annual 1933	Returns per 1000 pop.	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap- ita	ba Far ily
		State	U.J.A.	Lisan		1800	1030	1030	1933	1933	(per 1000	pop.)			1834	01 \$			FER	dia
aratoga1 chenectady1 choharie1 chuyler eneca107	63.3 125.0 19.7 12.9 24.9	.50 1.00 .15 .10 .20	.0516 .1018 .0160 .0105 .0203	82.4 13.1 22.9	16.6 31.9 5.8 3.7 6.2	16.3 60.3 8.2 2.4 6.5	20.61 34.21 14.09 14.97 16.86	60 54 70 69 70	820 979 853	33.3 39.2 17.9 17.0 18.7	97 113 97 85 84	191 218 264 225 220	1,375 3,114 565 280 640	958 2,006 388 220 439	144 155 146 127 146	35,762 83,358 10,433 5,887 10,999	.33 .76 .10 .05	.0093	565 667 530 456 440	1,:
teuben	82.6 161.1 35.3 25.5 41.5	.66 1.28 .28 .20 .30	.0674 .1312 .0287 .0208 .0338	19.7 19.5 40.8	22.6 38.2 9.6 7.3 11.5	17.9 89.3 12.6 6.0 22.8	22.54 31.13 22.48 17.39 29.73	64 68 70 69 60	967 1,032 848 837 893	25.6 48.7 24.9 22.8 51.0	106 138 89 118 149	219 311 273 241 280	2,070 5,924 1,054 632 1,495	1,451 4,150 789 460 1,013	143 143 133 137 148	47,025 105,734 18,792 13,106 27,602	.43 .97 .17 .12 .25	.0747 .1679 .0298 .0208 .0438	569 657 533 514 685	3
llster	80.2 34.2 48.4 49.9 520.9	.64 .27 .37 .40 4.14		28.4	21.8 9.4 12.0 14.1 122.6	52.4 21.7 10.9 9.8 262.5	20.08 23.69 17.59 18.72 52.04	62 63 66 70 43	676 765 789 736 1,056	25.6 43.6 22.1 20.3 59.8	112 149 86 94 179	233 237 189 284 250	2,048 836 771 1,580 19,750	1,458 532 521 1,021 13,144	140 156 148 154 150	48,495 20,771 20,162 25,873 464,258	.19 .18 .24	.0770 .0330 .0320 .0411 .7371	605 608 434 518 891	8 1, 4 8
Wyoming12 /ates86	28.8 16.8	.22		26.8 31.6	7.8 4.9	11.6 5.0	19.38 18.49	70 67	749 589	17.7 20.1	104 122	254 278	833 441	541 273	154 162	14,796 8,554			514 508	
STATE TOTAL	12,588.1	100	10.2533	83.5	3,153.1	17916.4	41.94	37	1,029	62.7	104	157	242,505	179,335	135	10,926,002	100	17.3463	881	1 1

#### NEW JERSEY

Atlantic	124.8 364.9 93.5 252.3 29.4	9.00	.1017 81.1 .2973 88.5 .0762 24.6 .2055 79.5 .0240 45.7	32.1 90.8 22.8 61.4 8.2	18.5 91.5 19.3 61.0 5.3	45.84 41.91 20.71 32.06 26.97	47 64 60 59 64	826 985 825 1,010 892	41.3 68.7 30.7 29.7 30.2	84 133 71 71 93	160 238 204 167 227	2,134 10,259 2,188 4,811 845	1,712 7,149 1,611 3,494 643	125 144 136 138 131	73,995 223,091 38,452 124,632 13,895	9.36	.1175 .3542 .0610 .1979 .0221	593 1,757 611 1,681 411 494 1,539 471 1,210
Cumberland	690.7	20.62	.0569 54.3 .6789 97.4 .0577 40.9 .5626 100. .0283 20.8	18.1 203.2 17.7 165.1 9.2	16.2 555.6 15.3 381.3 14.3	18.72 43.98 25.26 39.11 17.42	64 38 67 26 64	752 990 931 1,075 766	19.8 69.1 28.8 47.3 23.9	75 118 63 58 51	229 190 213 116 253	1,572 19,951 1,625 7,836 868	1,107 14,102 1,199 5,463 632	142 141 135 143 137	30,623 648,045 34,413 374,728 16,938	27.20 1.34 15.72	.0486 1.0289 .0546 .5949 .0269	438 840 778 1,974 486 1,134 543 1,655 488

#### MONEY... to burn

The top of the page presents a lot of figures appurtenant to Newark and the important North Jersey market. Now figures, as figures, are, ordinarily, stark, cold hieroglyphics. Yet these figures would warm the cockles of any heart in the business of selling something to consumers. These figures would fire the imagination of any cash register brain. How much of this market's urban family median spendable money income of \$1,974 (Essex County) are you getting? How many of the 19,951 new cars sold here last year appeared in your sales record? Metropolitan Newark spends approximately \$300,000,000 in retail stores; the market over \$800,000,000. Over 78% of New Jersey's retail sales emanate from the area where the NEWARK EVENING NEWS is a daily family habit, an authority, and the director of the family budget. To catch the "up" of this market's living standards, "up" your advertising in the medium that is the strongest influence in more of its homes than any other. If there is money to burn, why not warm your pants pockets?

#### Newark Evening News ... NEWARK, NEW JERSEY.

O'MARA & ORMSBEE, Inc., General Advertising Representatives — New York, Chicago, Detroit,

Boston, San Francisco, Los Angeles



# Only one way to reach the Brides...in the journal part of New York

NLY one way to send them to your dealers, asking for all of the hundreds of new things the new home needs. SOME few of them may be reached by other means, but there is only one way to reach them ALL. For there is one thing, and only one, which ALL of them have in common . . . their preference for the New York Evening Journal. Year after year the Journal has been, and now is, their favorite newspaper.

They were brought up on the Journal ... its comics, its features, its way of handling news, its wealth of

photographic illustrations. Now they are on their own, new families in America's greatest market place . . . They and their brothers and sisters, in 680,000 substantial homes, are the Journal Part of New York.

You know beyond doubt, that they form a group apart. For they prefer the Journal . . . and no other New York paper is like the Journal!

Their patronage can well mean the difference between profit and loss to any manufacturer. To secure and hold this patronage, there is only one way . . . the Journal.

#### **NEW YORK EVENING JOURNAL**



NATIONALLY REPRESENTED BY HEARST INTERNATIONAL ADVERTISING SERVICE, RODNEY E. BOONE, GENERAL MANAGER

APRIL 10, 1936

[515]

#### NEW JERSEY—(Continued)

			PULATIO			BANK DE- POSITS	RENT	AND	FAC- TORY WAGE	COME TAX	LIVIN STANDA 1935	RDS	NEW	CAR SAL	.ES	SPENDA	BLE !	MONEY	INCO	ME
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur- ben	Fam- ilies	in millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Average Annual 1933	Returns per 1000 pop. 1933	Tele- phones (per 1000	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap- ita	Ur- ban Fam ily Me-
Mercer72 Middlesex68-72 Monmouth72 Morris68-72	187.1 212.2 147.2 110.4	4.63 5.26 3.66 2.73		82.8 50.4 48.5	42.7 47.6 38.9 28.1	133.9 60.2 41.0 58.7	30.38 29.44 34.79 31.73	56 56 62 60	855 861 769 965 979	44.5 29.7 44.5 57.9	86 67 129 131	184 171 266 261	3,740 3,843 4,496 3,529	2,719 2,913 3,338 2,360	138 132 135 150 140	110,297 109,124 78,513 65,383	4.58	.1732	514 533	1,38 1,32 1,56 1,42
Doean	33.0 302.1 36.8 65.1 27.8 305.2	7.48 .91 1.61		95.1 37.8 59.7 34.4	9.2 75.1 9.3 15.1 7.2 72.5	11.7 150.3 10.3 20.7 12.5 137.0	32.39 15.25 30.82 18.15 40.28	69 42 50 61 56 52	979 909 1,026 904 982 984	28.7 46.1 21.9 41.2 25.8 63.8	95 65 78 69 126	297 171 244 191 260 224	5,357 1,113 1,669 881 7,337	3,811 763 1,123 512	141 146 149 172	17,544 153,082 17,481 35,132 14,098	.74 6.42 .73 1.48 .59	.0279 .2430 .0278 .0558 .0224	531 507 475 539 507	1,45 88 1,18
Varren72			.0402		12.7	14.4	22.05	55	801	20.3	72	217	1,020	5,070 643	145 159	180,233 23,847	7.56 1.00		590 484	1
STATE TOTAL	4,041.3	100	3.2917	82.6	985.6	1,829.1	37.49	48	958	51.1	95	188	86,049	61,061	141	2,383,546	100	3.7842	616	1,6

#### PENNSYLVANIA

Adams	37.1 1,374.4 1 79.3 149.1 37.3	.38 14.27 .82 1.55 .38	.0302 15.0 1.1195 84.5 .0846 31.0 .1214 69.1 .0304 7.9	9.2 312.2 18.1 33.0 8.8	9.6 1,063.9 17.7 20.4 4.9	14.55 33.03 15.22 28.52	64 45 52 56 66	566 874 898 1,010 606	12.5 48.8 13.9 24.5 8.9	72 97 55 61 50	239 147 158 147 182	720 31,583 1,383 3,114 674	471 23,541 928 2,024 438	153 134 150 154 154	11,270 855,334 28,498 72,341 8,390	.21 16.11 .54 1.36	.0179 1.3580 .0452 .1148 .0133	304 622 1,582 359 485 1,280 225
Berks	231.7 139.8 49.0 96.7 80.4	2.41 1.45 .51 1.00 .84	.1887 60.6 .1139 73.1 .0400 33.4 .0788 31.1 .0656 29.2	58.9 33.2 13.2 23.6 18.9	57.5 18.4 12.4 23.5 17.8	28.30 25.30 15.49 22.17 20.18	64 58 70 67 62	779 788 868 772 1,032	33.9 22.9 19.6 29.1 20.2	87 84 130 83 84	205 156 202 249 202	6,134 2,630 1,077 2,363 1,843	3,902 1,908 823 1,692 1,194	157 138 131 140 154	122,318 64,586 23,888 35,568 35,332	2.30 1.22 .45 .67 .67	.1942 .1025 .0379 .0565 .0561	528 1,270 462 1,135 487 995 368 439
Cambria     49       Cameron     .79       Carbon     .77       Centre     .42       Chester     .77	203.1 5.3 63.4 46.3 126.6	2.11 .06 .66 .48 1.31	.1654 54.3 .0043 55.1 .0516 61.2 .0377 27.7 .1031 41.1	42.0 1.3 13.8 10.8 29.6	27.1 1.4 17.9 10.3 31.9	18.79 14.78 17.96 15.14 20.45	47 59 53 58 54	700 705 672 831	15.2 33.3 24.7 17.0 29.8	49 75 56 83 94	134 230 148 218 222	3,563 199 1,000 1,350 3,278	2,670 162 874 940 2,391	133 123 114 143 137	72,714 2,291 22,484 17,285 81,007	1.37 .04 .42 .33 1.15	.1154 .0036 .0357 .0274 .0969	358 943 432 763 355 806 374 482 1,218
Clarion	34.5 86.7 32.3 48.8 62.9	.36 .90 .34 .51	.0281 9.2 .0706 27.6 .0283 42.1 .0398 44.5 .0513 39.3	8.3 19.2 7.8 11.9 16.9	12.2 15.1 6.7 13.3 16.6	12.53 12.98 19.49 17.18 24.33	67 63 55 60 68	822 624 857 607 958	15.0 11.7 19.4 14.1 25.5	88 44 63 72 75	237 147 174 196 240	929 1,439 676 961 2,043	642 995 459 709 1,206	144 145 147 135 109	13,704 25,147 10,366 15,244 33,023	.26 .47 .20 .29 .62	.0218 .0399 .0165 .0242 .0524	397 290 321 875 312 871 524 1,092
Cumberland 42 Dauphin 42 Delaware 77 Elk 79 Erie 33	68.2 165.2 280.2 33.4 175.3	.71 1.72 2.91 .35 1.82	.0556 49.4 .1346 69.7 .2283 72.9 .0272 55.2 .1728 76.1	17.9 41.2 67.1 7.2 43.6	15.4 48.3 33.8 8.3 40.6	18.86 26.37 38.75 15.01 28.32	58 52 60 57 55	725 725 1,032 793 853	24.8 34.5 64.4 22.7 28.3	52 123 124 48 83	252 199 225 156 201	1,825 4,296 9,078 653 3,993	1,147 3,348 6,346 581 2,503	159 128 143 112 160	25,502 85,468 154,509 14,199 94,498	.48 1.61 2.91 .27 1.78	.0405 .1357 .2453 .0225 .1500	374 846- 517 1,183- 551 1,739- 425 874- 539 1,271
Fayette	198.5 5.1 65.0 9.2 41.7	2.06 .06 .68 .10 .43	.1617 23.8 .0042 .0530 41.4 .0075	42.2 1.3 15.8 2.2 9.7	21.3 1.1 23.6 1.5 6.7	11.05 16.74 13.59	42 58 56 72 48	791 635 822 1,111	12.8 9.8 17.8 1.6 9.1	37 71 71 22 77	122 202 210 182 161	3,060 130 1,519 120 660	2,298 92 879 70 478	133 141 173 171 138	78,935 1,830 21,228 1,938 12,832	1.49 .03 .40 .04 .24	.1253 .0029 .0337 .0031 .0204	398 353 326 959 210 307
Huntingdon42 Indiana79 Jefferson79	39.0 75.3 52.1	.41 .78 .54	.0318 31.9 .0614 23.2 .0424 38.0	8.9 16.4 12.0	6.5 14.4 9.2	12.84 12.34 13.60	58 52 64	606 634 768	11.2 11.6 15.1	48 47 64	189 169 167	814 1,296 1,018	587 1,053 660	138 123 154	13,064 26,608 19,703	.25 .50 .37	.0207 .0422 .0313	335 353 378 810

### Barrington Associates, Inc.

220 East 42nd Street, New York

The Barrington Organization is made up of practical business men with broad experience in the distribution and management phases of many industries.

Our work consists of aiding business and sales executives to solve specific problems and of conducting complete business and sales surveys.

We will be glad to discuss our methods and your problems in an informal way, to determine if we may be of help to you.

# Figure it Out YOURSELF

#### GENERAL ADVERTISERS EXPECT QUICK RESULTS

582

For four consecutive years general advertisers have increased their first quarter linage in the Inquirer. For the first three months of 1936 they used three quarters of a million lines—far more than they used in any other Philadelphia newspaper.

#### FINANCIAL ADVERTISERS ARE SHREWD BUYERS

For four consecutive years financial advertisers have increased the Inquirer's percentage of the total city linage in this classification. Today the Inquirer carries 37.7% of all the financial advertising in Philadelphia.

#### THE TRUE MEASURE OF CLASSIFIED IS AD COUNT

In the first three months of 1936 the Inquirer carried 36,486 more classified advertisements than any other Philadelphia newspaper. For more than 20 years advertisers have purchased more space in the Inquirer's classified columns than in any other newspaper in the city.

#### GREATER INQUIRER LINAGE INDICATES GREATER RESULTS

Advertisers purchased 117,793 more lines of advertising in the Philadelphia Inquirer in March and 243,523 more lines in the first three months of 1936 than in any other Philadelphia newspaper.

Inquirer Readers - 715,000 Sunday and 289,000 Daily - Produce Profitable Results

#### The Philadelphia Inquirer

Pennsylvania's Greatest Morning Newspaper

NEW YORK, H. A. McCandless BOSTON, M. L. Tyler SAN FRANCISCO, Keene Fitzpalrick CHICAGO, DETROIT, ST. LOUIS, Guy S. Osbarn, Scolara and Meeker, Incorporated

NEWSPAPER ADVERTISING IS POINT-OF-SHOPPING ADVERTISING

#### PENNSYLVANIA—(Continued)

			PULATIO			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	STANDA 1935	RDS	NEW	CAR SAL	ES	SPENDA		MONEY 935	INCO	ME
COUNTIES	Total 1930	% of	% of U.S.A.	% Ur- ban	Fam-	In millions of \$ 1935	Median Rentals 1930	0wn- ers 1930	Aver- age Annual 1933	Returns per 1000 pep.	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap- ita	Ur- ban Fam- ily
		State	U.S.A.	ОДП	-	1933	1000	1000	1933	1933	(per 1000	pop.)			1004	01.0			TEM.	Me- dian
Juniata 42 Lackawanna 94	14.3 310.4	.15 3.22	.0117	90.5	3.6 66.7	3.9 120.9	11.30 26.12	67 50	510 708	6.0 38.0	41 76	221 124	363 4,430	207 4,419	175 100	3,059 157,639	.06 2.97	.0049	214 508	1,17
Lancaster	196.9 97.2 67.1 172.8 445.1	1.01 .70 1.79	.1604 .0792 .0547 .1408 .3625	61.3 47.4	48.7 22.5 16.7 41.7 92.4	65.4 18.1 20.2 43.5 154.9	21.39 25.05 16.33 28.73 25.59	39 37 55 57 49	733 882 612 687 712	25.5 20.5 20.6 26.4 27.8	93 84 57 74 64	222 176 220 163 133	4,385 1,976 1,717 2,986 7,059	2,660 1,352 1,038 2,159 6,882	165 146 165 138 103	99,496 47,651 29,381 84,798 220,412	.90 .55 1.60		490 438 490	1.36 1.12 73 1.28 1.14
Lycoming	93.4 55.1 99.2 40.3 28.2	.57 1.03 .42	.0449 .0808 .0329	64.5 46.2 60.7 40.7 42.6	23.9 13.8 23.6 4.9 7.2	19.7 24.9 25.3 6.5 10.0	26.56 25.10 24.02 22.39 24.31	57 56 63 52 61	733 901 895 815 842	26.5 41.7 20.6 14.1 28.8	101 138 74 54 91	193 235 179 169 266	2,072 2,039 2,260 751 834	1,416 1,563 1,333 531 615	146 130 170 141 136	48,171 30,927 45,280 15,788 15,333	.91 .58 .85 .30	.0719	561 456 391	1.19 1.32 1.07 1.00
Montgomery77 Montour42 Northampton77 Northumberl'd.42 Perry42	265.8 14.5 169.3 128.5 21.7	.15 1.76 1.33	.1379	49.4 71.7 56.8	61.0 3.2 40.2 29.5 5.6	68.4 4.6 60.0 32.1 5.9	31.55 14.82 25.49 20.71 11.87	65 56 53 53 65	817 512 726 655 551	63.0 13.2 32.8 23.2 10.4	143 52 93 55 58	244 159 194 155 213	9,014 243 3,802 2,376 438	6,301 182 2,696 1,859 298	143 134 141 128 147	147,146 2,885 92,402 39,997 6,528	.05 1.74 .75	.1467	199	
Philadelphia77 Pike94 Potter12 Schuylkill77 Snyder42	7.4 17.4 235.5	.08 .18 2.45	.1918	15.6	458.6 2.1 4.6 50.6 4.8	1,783.4 1.7 3.5 63.1 5.0	36.81 19.15 11.29 19.69 14.71	51 73 68 53 66	969 661 642 637 527	47.6 21.4 10.9 22.9 6.5	90 63 106 47 52	119 270 218 151 198	33,792 203 499 4,246 291	24,233 161 412 3,923 199	139 126 121 108 146	1,610,805 1,977 6,001 89,035 3,574	.04 .11 1.68	.0031 .0095 .1414	826 264 343 378 190	3
Somerset	80.8 7.5 33.8 31.8 17.4	.08	.0061 .0275 .0260	20.6 24.8 11.4 18.9	17.2 1.8 8.5 8.6 4.4	14.2 1.3 6.1 7.0 5.7	11.24 16.29 10.51 14.78	54 71 68 64 60	625 634 981 854 594	9.2 6.1 13.1 13.2 20.3	35 68 82 118 81	168 192 175 242 259	1,494 141 583 980 456	1,141 129 521 804 267	131 109 112 122 171	21,731 1,592 12,543 11,231 5,783	.03	.0025 .0199 .0178	269 212 371 352 331	2
Venango	63.2 41.4 204.8 28.4 294.9	.43 2.13 .30	.0338 .1668 .0231	56.4 35.8 42.2 19.3 49.2	15.3 10.3 45.2 7.1 64.5	27.2 17.5 38.2 12.3 52.0	23.62 21.06 17.03 16.12 18.56	60 66 46 73 51	953 879 940 574 798	34.4 24.3 19.2 17.4 17.9	114 113 59 97 51	213 206 145 202 141	1,565 1,089 4,079 486 5,379	1,151 761 2,855 484 3,727	136 143 143 98 144	33,181 17,350 88,579 11,069 125,331	1.67 .20	.0275 .1406 .0176	419 433 389	9
Wyoming 94 York 42	15.5 167.1			47.8	4.0 42.5	4.2 63.3	13.69 20.86	69 62	659	13.4 23.4	103 63	242 231	428 4,049	298 2,569	143 158	5,779 96,282				2 6 1,1
STATE TOTAL	9,631.3	100	7.8447	67.8	2,235.6	4,438.6	26.91	54	837	34.4	83	163	201,936	147,165	137	5,309,840	100	8.4300	55	41,2

#### Middle Atlantic States—City Data

#### NEW YORK

CITY	COUNTY		POPULA	TION		Bank Debits Ratio 1935 to	Major Cities,	City Revenue Receipts, 1934, Major	Postal Receipts, Ratio	Income Tax Returns, 1933, per	Spendable Money in- come, 1935
		Zone	Municipal	% County	% State	1934	1935	Cities, per capita	Dec. 1935 to Dec. 1934	1000 people	per capita
Albany Amsterdam Auburn Batavia Beacon	Albany Montgomery Cayuga Genesee Dutchess	510,000 61,513 45,000 52,000 100,000	127,412 34,817 36,652 17,375 11,933	60.11 57.96 56.60 39.00 11.32	1.01 .28 .29 .14	98	42,001	79.96	108.6	70 30 43 37 38	824 601 705 570 675
Binghamton Buffalo Cohoos Corning Cortland	Broome	153,068 1,015,484 62,000 76,102 35,000	76,662 573,076 23,226 15,777 15,043	52.15 75.17 10.96 19.08 47.58	.61 4.55 .19 .13 .12	114 115	110,953	80.41	103.2	59 52 29 47 51	675 675 745 655 655
Dunkirk Elmira Endicott Floral Park Freeport	Chautauqua Chemung Broome Nassau Nassau	46,032 300,000 145,327	17,802 47,397 16,231 10,016 15,467	14.08 6.35 11.04 3.31 5.10	.14 .38 .13 .08 .13	125				31 49 80 102 76	695 700 650 790 740
Fulton Geneva Glen Cove Glen Falls Gloversville	Oswego Ontario Nassau Warren Fulten	45,000 91,539 65,191	12,462 16,053 11,430 18,531 23,099	17.90 29.59 3.77 54.20 49.60	.10 .13 .09 .15					36 61 61 67 58	598 740 710 695 635
Hempstead Herkimer Hornell Hudson	Nassau Herkimer Steuben Columbia Tompkins	145,327 35,000 58,180 45,000 41,490	12,650 10,446 16,250 12,337 20,708	4.17 16.30 19.66 29.63 49.90	.10 .09 .13 .10					129 25 45 46 92	820 545 650 642 765
Jamestown Johnson City Johnstown Kenmere Kingston	Chautaugua Broome. Fulton. Erie. Ulster.	74,145	45,155 13,567 10,801 16,482 28,088	3.57 9.23 23.20 2.16 35.04	.36 .11 .09 .13	119				36 64 51 108 44	705 675 605 685 693
Lackawanna Little Falls Leckport	Erie Herkimer Niagara	59,241 45,471	23,948 11,105 23,160	3.14 17.35 15.51	.20 .08 .19					10 45 43	635 542 650



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652

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#### N E W Y O R K—(Continued)

CITY	COUNTY		POPULAT	ION		Bank Debits Ratio 1935 to	Telephones, Major Cities,	City Revenue Receipts, 1934, Major	Postal Receipts, Ratio	Income Tax Returns, 1933, per	Spendable Money In- come, 1935
		Zone	Municipal	% County	% State	1934	1935	Cities, per capita	Dec. 1935 to Dec. 1934	1000 people	per capita
Lynbrook Mamaroneck	Nassau	17,048	11,993 11,766	3.96 2.27	.10 .10	****	******			93 50	750 920
Massena Middletown Mount Vernon Newburgh New Rochelle	St. Lawrence Orange Westchester Orange Westchester	103,190 80,595 156,792 66,237	10,637 21,276 61,499 31,275 54,000	11.69 16.31 11.80 23.98 10.37	.09 .17 .49 .25			0000	* • • • • • • • • • • • • • • • • • • •	22 52 73 54 66	651 710 925 715 930
New York City Niagara Falls North Tonawanda Ogdensburg	(Five Counties) Niagara Niagara St. Lawrence Cattaraugus	11,359,209 135,976 57,000 63,000 132,350	6,930,446 75,460 19,019 16,915 21,790	50.52 12.74 18.60 30.09	55.05 .60 .15 .14	126	1,493,374	112.24	109.3	50 47 29 32 39	1,053 645 610 672 665
Oneida Oneonta Ossining Oswego Peekskill.	MadisonOtsego	10,558 50,000 21,123 75,000 31,200	10,558 12,536 15,241 22,652 17,125	26.52 26.84 2.93 32.52 3.29	.09 .10 .12 .18 .13					40 70 57 33 52	605 565 915 587 890
Plattsburg	Clinten	46,687 51,251 19,950 130,000	13,349 22,662 10,243 40,288 11,223	28.61 4.35 7.86 38.20 9.37	.11 .20 .09 .32 .09	107				43 49 43 64 49	560 875 704 700 705
Rochester Rockville Center Rome Saratoga Springs Schenectady	Monroe	598,764 71,812 52,978 133,334	328,132 13,718 32,338 13,169 95,692	77.42 4.53 16.27 20.80 76.54	2.61 .11 .26 .10 .76	114	77,352	94.62	107.1	57 122 27 60 46	760 800 650 670 733
Syracuse	Onondaga Erie	204,447 300,000	209,326 12,681 72,763 101,740 11,790	71.78 1.66 60.75 51.12 3.89	1.66 .10 .58 .81	103	42,359 19,779	76.47 63.09	109.2 103.2 104.1	52 39 46 45 61	760 655 690 670 710
Watertown Watervliet White Plains Yonkers	Jefferson	177,165 80,319 148,619	32,205 16,083 35,830 134,646	38.54 7.59 6.88 25.85	.26 .13 .28 1.07		19,156	106.78	108.0	54 39 83 44	555 725 960 890

#### NEW JERSEY

Asbury Park Atlantic City Bayonne Belleville Bloomfield	Monmouth Atlantic Hudson Essex	164,289 150,000 88,979	14,981 66,198 88,979 26,974 38,077	10.18 53.03 12.88 3.23 4.57	.37 1.64 2.20 .67 .94			••••	107.2	75 41 35 48 77	615 685 550 725 765
BridgetonBurlingtonCamdenCarteretCliffelde Park	Cumberland Burlington Camden Middlesex Bergen	15,710 10,844 444,571	15,699 10,844 118,700 13,339 15,267	22.46 11.60 47.05 6.28 4.18	.39 .27 2.94 .33 .38	106	27,162	41.73	107.5	28 30 18 20 13	505 495 670 550 620
CliftonCollingswood Dover East Orange Elizabeth	Passaic	227,472	46,875 12,723 10,031 68,020 114,589	15.52 5.05 9.09 8.16 37.54	1.16 .31 .25 1.68 2.83			46.54	115.4	41 72 69 121 51	540 665 615 795 660
EnglewoodGarfieldGioucesterHackensack	Bergen	348,745	17,805 29,739 13,796 24,568 15,601	4.88 8.15 5.47 6.73 2.26	.44 .74 .34 .61			0 0 0 0		99 14 27 76 24	750 615 635 685 525
Hawthorne Hoboken	Passaic	906,891 631,727	11,868 59,281 56,733 316,715 40,716	3.93 8.58 6.81 45.85 5.90	.30 1.47 1.40 7.84 1.01		70,241	78.97	108.7	59 41 87 50 18	675 565 750 560 500
Linden Lodi Long Branch Millville Montclair	Union Bergen Monmouth Cumberland Essex	69,885	21,206 11,549 18,399 14,705 42,017	6.95 3.17 12.50 21.04 5.04	.52 .29 .46 .36 1.04	114		••••		25 15 32 20 127	590 615 560 495 785
Morristown Newark New Brunswick Nutley	Morris Essex Middlesex Essex	22,480 3,127,766 117,805	15,197 442,337 34,555 20,572	13.75 53.07 16.28 2.47	.38 10.95 .85 .51	110	183,002	107.53	105.1	109 46 56 72	680 815 585 700

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Passa Pater: Perth Phillin Plain Pleas Rahy Red Ridg Ridg Rosu Soul Soul Ve We We

#### NEW JERSEY—(Continued)

CITY	COUNTY		POPULA	TION		Bank Debits Ratio 1935 to	Major Cities,	City Revenue Receipts, 1934, Major	Receipts, Ratio	Income Tax Returns, 1933, per	Spendable Money In come, 1933
		Zone	Municipal	% County	% State	1934	1935	Cities, per capita	Dec. 1935 to Dec. 1934	1000 people	per capita
ange	Essex	161,549	35,399	4.25	.88					65	745
nssait	Passaic	236,862 360,150 168,474 176,697	62,959 138,513 43,516 19,255 34,422	20.84 45.85 20.50 39.03 11.28	1.56 3.43 1.08 .48 .85	110	53,704	64.04	109.5	50 50 26 27 97	580 577 535 600 645
easantville hway	AtlanticUnion		11,580 16,011 11,622 10,764 12,188	9.28 5.25 7.90 2.95 3.34	.29 .40 .29 .27 .30	0 0 0 0 0 0 0 0 0 0 0 0				33 69 80 87 159	650 625 595 690 720
utherforduth Orangeuth Riveruth Riverut	Union Bergen Essex Middlesex Union		13,021 14,915 13,630 10,759 14,556	4.27 4.09 1.64 5.07 4.77	.32 .37 .34 .27	0000				70 130 166 21 120	635 725 825 555 685
enton nion City estfield est New York est Orange	Mercer	168,610 659,037	123,356 58,659 15,801 37,107 24,327	65.92 8.49 5.18 5.37 2.92	3.05 1.45 .40 .92 .60	109	22,576	53.59	104.5	46 47 118 44 85	680 555 655 540 750
						VAN			1		
iquippa	Beaver	******	27,116	18.20	.28					22	565
lentowntoonanbridgenold	Lehigh Blair Beaver Westmoreland	192,259 143,298 33,000	92,563 82,054 20,227 10,575	53.54 58.68 13,57 3.58	85 .21 .11	104 112	********	****	****	40 29 21 9	565 530 560 410
aver Fallsllevuerwickthlehemaddock	Beaver	74,500 42,000 115,340 56,000	17,147 10,252 12,660 57,892 19,329	11.50 .75 25.95 33.49 1.41	.18 .10 .13 .60 .20		*******	****		47 152 16 34 24	590 715 360 570 590
adford	Butler	54,000 11,799 85,000 36,095 40,000	19,306 11,799 23,568 12,558 20,061	35.00 12.20 29.30 6.13 6.46	.20 .12 .24 .13	124		****		76 34 47 45 23	645 440 505 505 520
arlisle arnegie hambersburg harleroi	Franklin	26,477 55,000 11,260 158,543	12,596 12,497 13,788 11,260 59,164	18.46 .91 21.21 5.50 21.11	.13 .13 .14 .12	119				44 48 39 40 40	430 625 405 480 610
airton	Allegheny	35,000 25,000 90,000	15,291 14,582 11,349 13,290	1.11 11.52 5.76 6.69	.16 .15 .12 .14	****				16 35 27 42 47	550 550 550 460 625
oraopolisickson Cityonoraormont	Allegheny	60.000	10,815 10,724 12,395 13,905 13,190	4.07 .78 3.99 6.79 .96	.11 .13 .15 .14			****		56 16 17	615 508 430 550 350
u Boisunmoreuquesneuquesneuduesneuliwood City	Lackawanna Allegheny Northampton Beaver-Lawrence	175,000 12,323	22,627 21,396 34,468 12,323	7.29 1.55 20.36	.23 .22 .36 .13	110	18,068	39.28		32 18 73 27 36	538 580 629 550
riearrell. ranklin reensburglanover	Mercer	80,000 244,917 101,354	115,967 14,359 10,254 16,508 11,805	16.22 5.60 7.07	.15 .11 .17 .12	117 110	*******		109.3	11 60 67 39 56	460 600 480 590 591
lazietonlazietonlomesteadeannette	Luzerne	100,000 60,000 40,000 299,781	80,339 36,765 20,141 15,126 66,993	8.26 1.47 5.13 32,98	.38 .21 .16 .69	125 121 128	********		*	44 32 26 31 61	560 623 431 411 570
ancaster	Lancaster	260,000 50,000 67,102 50,000	21,600 59,949 10,644 25,561 13,357	30.45 3.61 38.09 33.11	.62 .11 .27 .14	115	********		114.2	52 41 32 35 37	58/ 47/ 51/ 47/ 63
IcKeesport IcKees Rocks Iahanoy City Ieadville Ionessen	Allegheny	40,000 48,771 62,000	54,632 18,116 14,784 16,698 20,268	1.32 6.28 26.51 6.87	.19 .16 .17 .21	****			****	33 27 57 16 27	63 43 60 42 36
fount Carmel	AlleghenyLuzerneLawrence	97,258 85,000	17,967 12,995 26,043 48,674 16,762	.95 5.85 50.05 5.68	.14 .28 .50 .17	121	*******			20 25 31 65 59	60 53 57 48 64
Vorristown Vorth Braddock Dil City Did Forge	AlleghenyVenango	98,789	35,853 16,782 22,075 12,661	1.28 34.92	.17 .22 .13	117	*******			10 59 11	50 59 49

#### PENNSYLVANIA—(Continued)

CITY	COUNTY		POPULAT	TION		Bank Debits Ratio 1935 to	Major Cities,	City Revenue Receipts, 1934, Major	Receipts, Ratio	Income Tax Returns, 1933, per	Spendable Money In come, 193
		Zone	Municipal	% County	% State	1934	1935		Dec. 1935 to Dec. 1934	1000 people	per capita
Olyphant	Lackawanna	3,526,795	10,473 1,950,961	3.46 100.00	.11 20.25	121	362,457	61.10	108.9	43 48	550 826
Phoenixville	Chester Allegheny Luzerne Luzerne Montgomery	31,673 2,094,358 63,000 42,000	12,029 669,817 18,246 16,543 19,430	9.50 48.74 4.10 3.72 7.31	.13 6.95 .19 .17 .20	110	183,761	69.09	111.9	42 67 39 28 40	540 710 540 520 625
Pottsville	Schuylkill Berks Lackawanna Northumberland Mercer	160,885 241,098 397,270 55,000 105,000	24,300 111,171 143,433 20,274 25,908	10.32 47.98 46.20 15.78 26.10	.25 1.16 1.49 .21 .27	112	25,913 28,612	39.26 38.04	96.2 101.0	57 45 52 50 37	450 610 585 380 535
Shenandoah	Schuylkill Dauphin Northumherland Allegheny Schuylkill	50,000 50,000 55,000	21,782 13,291 15,626 16,029 12,936	9.25 8.04 12.16 1.17 5.49	.22 .14 .16 .17 .13			****	****	26 15 43 53 31	390 520 350 685 415
Taylor Turtle Creek, Uniontown Vandergrift Warren	Lackawanna	125,000 47,000 40,079	10,428 10,690 19,544 11,479 14,683	3.36 .78 9.84 3.89 35.42	.11 .11 .20 .12 .15		*******			11 29 47 22 55	490 630 475 430 485
Washington	Washington Franklin Chester Luzerne Allegheny	246,260 30,000 45,389 460,320	24,545 10,167 12,325 86,626 29,639	11.98 15.65 9.75 19.46 2.16	.25 .11 .13 .90	114	*******	****	103.2	53 40 64 47 95	510 390 545 575 695
Williamsport	Lycoming	250,000 167,144	45,729 55,254	48.95 33.06	.47	120 118				41 51	570 600

#### South Atlantic States—County Data

#### DELAWARE

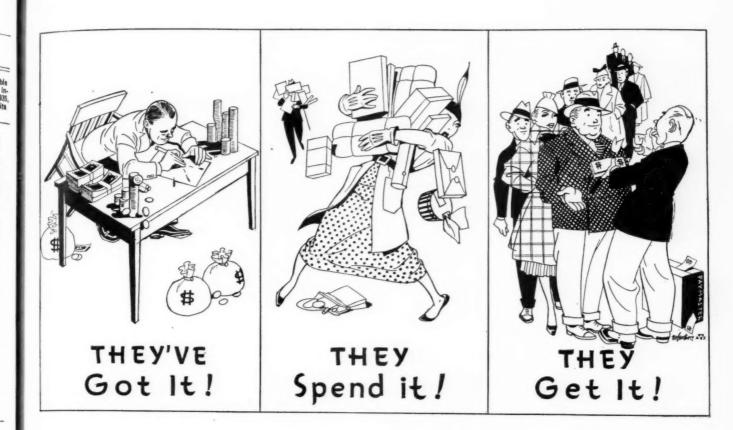
COUNTIES	POPULATION (in thousands)					BANK DE- POSITS	RENT AND OWNERSHIP		FAC- TORY WAGE	COME TAX	STANDARDS 1935		NEW CAR SALES			SPENDABLE MONEY INCOME 1935					
	Total 1930	% of State	% of U.S.A.	% Ur- ban	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Aver- age Annual 1933	Returns per 1000 pop. 1933	Tele- phons	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap- ita	Ur- bar Fan ily Me	
Kent118 New Castle118 Sussex118	161.0	13.36 67.58 19.06	.1312	20.4 71.1 4.3	8.6 38.0 12.4	5.4 127.0 14.1	12.84 29.12 11.09	54 47 59	510 975 409	18.9 55.1 16.2	51 95 52	206 173 246	1,183 4,451 1,485	809 3,047 1,012	146 146 147	16,833 99,494 24,186	70.81	.1580	529 618 531	1,5	
STATE TOTAL	238.4	100	.1942	51.7	59.1	146.6	25.58	51	880	43.6	81	191	7,119	4,868	146	140,513	100	.2231	589	1,	

#### MARYLAND

Allegany		4.85 3.38 56.97 .58 1.06	.0644 .0449 .7569 .0075	22.7 86.6	18.0 11.5 221.2 2.1 4.5	19.9 5.6 568.6	20.86 19.82 23.38	48 57 64 55 58	853 998 880 953 440	25.7 27.6 46.3 5.8 9.4	59 65 86 45 38	148 178 148 145 225	1,529 1,484 18,965 129 428	900 1,110 13,621 118 252	170 134 139 109 170	40,494 24,138 550,296 3,625 7,708	4.78 2.85 65.02 .43 .91	.0643 .0383 .8738 .0058 .0122	438 592 380	1,479
Carroll	35.9 25.8 16.2 26.8 54.4	2.20 1.58 .99 1.65 3.34	.0293 .0210 .0131 .0218 .0443	12.9	8.4 5.9 3.3 6.5 12.8	13.7 4.2 1.3 9.2 20.9	12.73 14.22 11.16	64 52 53 55 58	599 709 874 417 645	13.3 16.8 11.8 11.0 16.2	78 65 17 38 65	281 195 155 156 181	816 543 293 532 1,082	474 432 282 347 696	172 125 104 153 155	15,943 10,962 4,213 9,484 21,979	1.88 1.30 .50 1.12 2.59	.0253 .0174 .0067 .0151 .0349	424 261 354	 i,iii
Garrett	19.9 31.6 16.1 14.2 49.2	1.22 1.94 .99 .87 3.02	.0131	12.6	4.2 7.3 3.6 3.6 11.8	1.8 5.7 1.3 3.2 11.2	17.01 12.23 25.03	61 58 58 54 67	447 458 523 404 803	5.4 22.1 18.5 14.7 93.6	33 90 65 73 198	121 222 197 201 292	255 991 411 269 2,806	169 736 285 201 1,394	151 135 144 134 201	4,750 14,397 5,846 5,814 24,026	.56 1.70 .69 .69 2.84	.0075 .0229 .0093 .0092 .0381	408	
Prince Georges114 Queen Annes	60.1 14.5 15.2 23.3 18.5	3.68 .89 .93 1.43 1.14	.0489 .0118 .0123 .0190 .0151	16.4	13.6 3.5 3.0 5.8 4.8	8.4 1.9 .9 3.3 5.3	25.08	64 52 53 66 52	917 352 822 505 380	40.2 9.1 5.4 5.2 19.7	88 32 34 20 59	211 159 140 117 209	2,091 243 206 380 457	1,171 175 176 281 295	179 139 117 135 155	24,386 4,036 3,031 6,322 8,214	2.88 .48 .36 .75 .97	.0387 .0064 .0048 .0100 .0130	405 275 199 270 442	
Washington7 Wicomico7 Worcester7	65.9 31.2 21.6	4.04 1.92 1.33	.0536 .0254 .0176	35.2	15.8 7.9 5.4	14.1 5.4 3.3	21.11 14.03	50 61 58	709 400 329	20.0 15.4 11.0	63 61 39	181 182 182	1,490 717 461	943 573 299	158 125 154	32,746 14,439 9,508	3.87 1.71 1.12	.0520 .0229 .0151	497 462 440	1,496 995
STATE TOTAL	1,631.5	100	1.3288	59.8	385.2	712.2	24.84	70	824	37.0	79	166	36,578	24,930	147	846,337	100	1.3437	519	1,561

#### DISTRICT OF COLUMBIA

Washington114	486.9	.3968 100.	125.6	267.2 44.2	37	144.6	206	325	29,009	18,523 157	467,377 100	.7420 960 2,220
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# Wealth + Spending + Stability make WASHINGTON, D. C., America's best market

THEY'VE GOT IT. \$3,721 is the average Washington, D. C., family's annual spendable money income. And, as the Brookings Institute says, in other cities a few millionaires pull up the average, but in Washington it's the general high income level that does it.

THEY SPEND IT. Washingtonians spend \$2,177 per year per family in retail stores, hotels and for services and amusements. Significant: tho second in United States in spendable income, Washington ranks first (by a \$500 margin) in money spent.

THEY GET IT REGULARLY. No market can touch Washington for stability. Almost 50% of all those working here are employed by

the Government. Hardly touched by the depression, today they are back to prosperity level salaries. And there are more of them in Washington than ever before in peace time—collecting a total of \$8,800,000 twice a month.

When a city is tops in wealth, spending and stability, it deserves the title of America's best market. It deserves, too, a newspaper like The Washington Post... traditionally reaching the cream of Washington's buying power, a tradition confirmed and strengthened by the gains in circulation, advertising and prestige achieved since Eugene Meyer bought The Post two and a half years ago.

Are you doing yourself justice in the top-market paper in America's top market?

# The Washington Post

WASHINGTON'S HOME NEWSPAPER

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#### VIRGINIA

			PULATI thousan			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	STANDA 1935	RDS	NEW	CAR SAL	ES	SPENDABLE MONEY INCOM 1935				
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur- ban	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Average Annual 1933	Returns per 1000 pop. 1933	Tele- phones (per 1000	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap-	Ur bar Far ily Me dia
Accomac	35.8 42.2 27.0 8.9 19.0	1.48 1.74 1.12 .37	.0220	36.1 49.4	8.9 9.4 5.5 1.8 3.7	2.7 10.6 5.4 .6	21.42 18.45	44 54 45 70 57	376 715 901 264 507	4.9 21.2 27.3 2.3 6.7	21 67 44 7 6	125 158 267 449 46	483 951 601 121 119	328 650 423 69 80	147 146 142 175 149	9,648 15,656 9,526 1,221 2,954		.0153 .0233 .0151 .0019 .0047	352 136	1,0
Appomattox	8.4 50.8 50.2 8.1 29.1	.35 2.10 2.07 .34 1.20	.0409	47.5 36.3	1.7 12.3 10.5 1.6 6.1	10.0 8.7 .8 2.6	31.06 16.04 13.88	56 60 57 52 60	978 604 649	2.6 59.6 15.8 13.8 5.9	9 148 77 74 22	195 173 166 123 101	124 2,634 1,184 140 310	85 1,488 790 81 172	146 177 150 173 180	1,693 18,188 12,039 1,649 5,932	.24 2.55 1.69 .23 .83	.0027 .0289 .0191 .0026 .0094	202 358 240 203 204	1,3
Bland85 Botetourt85 Brunswick84 Buchanan15 Buckingham84	6.0 15.4 20.4 16.7 13.3	.25 .64 .85 .69	.0126 .0167 .0136		1.1 3.2 3.9 2.8 2.7	1.6 .8		62 62 53 56 67	587 746 425	.9 4.6 2.9 .7 1.4	1 222 12	77 125 80 34 61	53 170 246 161 84	39 116 169 82 61	136 146 146 196 138	682 2,642 3,618 1,269 1,439	.10 .37 .51 .18 .20	.0011 .0042 .0057 .0020 .0023	113 171 177 76 108	
Campbell	83.5 15.2 22.1 4.9 16.1	2.62 .63 .91 .20	.0124 .0180 .0040	4.3	14.0 3.0 4.6 1.0 3.1	19,2 1,0 2,2	17.09	55 69 73 74 52	599 362 490	27.4 3.0 2.9 1.8 2.7	79 19 67 11 6	130 98 80 81 89	1,379 164 298 51 161	861 111 255 32 130	160 147 117 159 123	19,665 2,435 1,829 529 1,847	2.76 .34 .26 .07 .26	.0312 .0039 .0029 .0008 .0029	310 160 83 108 115	
Chesterfield 84 Clarke Craig	26.0 7.2 3.5 13.3 7.5	1.08 .30 .15 .55	.0058		5.4 1.5 .8 2.8 1.5	1.1 .4 2.4	14.66 11.00	63 51 67 63 71	775 539 468	6.7 12.8 1.7 9.2 .8	8 68 48 59 3	74 169 119 145 69	338 126 34 236 59	228 92 28 117 28	148 137 121 201 211	3,403 1,666 509 3,022 838	.48 .23 .07 .42 .12	.0054 .0026 .0008 .0048 .0013	130 232 143 227 111	
Dickenson	16.2 47.0 26.2 6.9 25.2	.29	.0214	60.7 35.6	2.8 10.4 5.7 1.5 5.6	4.7 5.3 1.0 1.6	13.38 15.90 13.82	50 38 54 72 69	507 680 414	1.1 19.5 38.6 3.7 18.2	62 89 18 66	50 106 198 122 182	172 721 950 96 686	137 483 713 85 429	125 149 133 113 155	2,627 10,250 6,384 1,050 6,649	.37 1.43 .89 .15 .93	.0042 .0163 .0101 .0017 .0106	163 218 244 150 263	
Fauquier. 114 Floyd 85 Fluvanna 84 Franklin 85 Frederick	21.1 11.6 7.4 24.3 24.0	.87 .48 .31 1.00	.0061		4.5 2.4 1.6 4.8 5.7	3.4 6.0 .3 2.1 6.2	10.94 11.12 20.02	56 78 71 65 54	592 252 647 604	13.8 1.0 2.6 2.5 16.9	61 117 16 45 81	162 95 112 91 184	472 123 75 316 564	296 79 58 184 296	159 156 129 171 191	5,205 1,417 1,264 3,614 5,750	.73 .20 .18 .51	.0083 .0022 .0020 .0057 .0092	247 121 169 148 239	
Giles	12.8 11.0 7.9 20.0 5.9	.53 .46 .33 .83 .25	.0090 .0065	7.9	2.5 2.4 1.5 4.1 1.1	1.2 1.0 .1 .8 .4		55 87 74 68 66	403	6.3 4.3 3.1 .7 .8	48 24 4 41 13	92 136 104 61 79	153 201 73 155 81	108 136 54 112 39	142 148 135 138 208	2,034 1,332 939 2,991 713	.28 .19 .13 .42 .10	.0032 .0021 .0015 .0047 .0011	159 121 118 149 119	
Greensville84 HalifaxHanover84 Henrico84 Henry	13.3 41.2 17.0 213.2 27.8	.70	.0336 .0139 .1737	11.7	2.7 8.0 3.6 51.4 5.3	2.3 1.7 1.4 145.9 5.4	20.85 13.58	40 45 67 38 46	364 568 335 777 556	7.5 5.3 9.9 51.4 10.0	25 15 26 121 23	75 84 169 165 139	164 515 335 5,812 724	135 382 226 4,442 447	121 142 148 131 162	2,075 7,192 3,892 166,603 3,407	.55	.0033 .0114 .0062 .2645 .0054	155 174 229 781 123	1,
Highland	4.5 13.4 7.6 7.6 5.3	.19 .55 .32 .31	.0109 .0063 .0062	49.3	2.8 1.4 1.5 1.2	1.0 1.5	24.17	71 41 58 80 70	805 494	.7 4.0 22.1 .8 6.0	110 26 47 3	135 111 191 118 177	92 166 220 79 148	26 114 165 43 111	353 146 133 183 133	515 2,485 1,880 929 1,150	.07 .35 .26 .13	.0008 .0039 .0030 .0015	114 183 246 122 217	
King William84 Lancaster	7.9 8.9 30.4 19.8 14.3	.37 1.26 .82	.0072 .0248 .0162		1.7 2.0 6.0 4.6 3.1	1.2 .7 5.8	13.56	62 79 46 56 78	354 686 435	10.8 3.9 1.9 11.4 3.1	34 30 7 62 11	135 139 53 175 102	178 202 248 482 134	125 111 170 340 68	142 182 146 142 197	1,313 1,364 4,432 4,862 1,980	.18 .19 .62 .68 .28	.0021 .0022 .0070 .0077 .0031	165 153 146 245 138	
unenburg84 Madison114 Mathews84 Mecklenburg84 Middlesex84	14.0 8.9 7.9 32.6 7.2		.0073 .0064 .0266		2.9 1.8 1.9 6.5 1.7	.8 .6 1.0 2.1 .5	11.50	56 71 87 44 81	1,026 396 371	5.4 3.1 5.2 4.1 4.3	13 26 17 13 18	84 129 156 91 122	177 114 122 661 102	133 61 93 455 80	133 187 131 145 127	2,278 1,092 1,327 6,169 1,178	.32 .15 .19 .86 .17	.0036 .0017 .0021 .0098 .0019	162 122 168 189 162	
Montgomery85 Nansemond73 Nelson New Kent84 Norfolk73	25.8 32.8 16.3 4.3 213.3	1.35 .68	.0268 .0133 .0035		5.8 7.2 3.3 .9 51.7	4.0 7.0 .4 56.7	15.13 17.38 18.92	61 45 56 64 37	514 318 886 686	8.7 12.4 4.2 4.7 35.9	43 39 10 5 86	124 92 101 126 120	428 567 194 72 4,918	271 374 114 52 3,660	158 151 170 138 134	3,455 6,633 3,279 913 96,675	.46	.0055 .0105 .0052 .0014 .1535	134 202 201 212 453	
Northampton84 Northumberland 7 Nottoway84 Drange84 Page	18.5 11.1 14.8 12.1 14.8	.77 .46 .61 .50	.0090		4.1 2.4 3.1 2.7 3.3	2.2 .7 2.7 2.6 2.1	11.53	35 79 62 66 69	420 371 786 696 664	12.2 3.1 14.3 10.2 7.4	22 19 24 63 54	128 129 145 158 117	304 147 309 225 221	252 77 210 128 138	121 190 147 176 160	3,500 1,654 4,210 1,974 2,753	.28	.0056 .0026 .0067 .0031 .0044	189 149 283 164 185	
PatrickPittsylvania	14.5	.25	.0681 .0050	26.5	1.1 3.1	10.5 .6 2.6	14.80	63 42 72 59 37	297 401 485 873	1.4 11.1 2.1 10.1 14.0	33 6 35 19	58 111 124 111 92	108 1,627 99 234 251	99 1,209 60 144 195	109 134 165 162 129	1,902 19,293 1,019 2,560 4,425	.27 2.70 .14 .36 62	.0030 .0307 .0016 .0041 .0070	120 230 166 176 204	
Princess Anne73 Prince William114 Pulaski85 Rappahannock114 Richmond7	16.3 13.9 20.5 7.7 6.8	.85	.0114		3.8 2.9 4.2 1.6 1.4	1.7 1.7 -4 -4	12.16 11.23	50 58 54 55 68	542 889 625 246	10.6 16.1 8.9 1.9 3.9	32 39 69 16 37	142 208 93 95 123	333 559 309 79 108	234 421 166 49 83	142 133 186 161 130	3,322 2,354 3,053 1,184 1,069	.47 .33 .43 .17	.0053 .0037 .0048 .0019 .0017	204 169 148 153 155	
Roanoke85 Rockbridge Rockingham52 Russell52	104.4 24.9 36.9 25.9 24.2	1.53	.0203 .0301	74.3 31.1 19.5	23.3 5.4 8.3 5.1 4.8	31.3 3.9 5.9 1.0	20.80 10.05 18.42	43 59 64 48 62	901 547 525	33.7 12.2 10.5 2.3 1.2	103 68 103 8	149 140 181 51 39	2,419 493 794 175 104	1,641 232 399 137 118	147 213 198 127 88	59,949 3,751 7,100 2,974 2,532	.53 .99 .42	.0952 .0060 .0113 .0047	574 151 192 115 105	

#### VIRGINIA—(Continued)

			PULATIO			BANK DE- POSITS	RENT		FAC- TORY WAGE	IN- COME TAX	STANDA 1935		NEW	CAR SAL	ES	SPENDA	BLE N 193	MONEY	INCO	ME
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur- ban	Fam-	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Average Annual 1933	Returns per 1000 pop. 1933	Tele- phones (per 1000	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap- ita	Ur- ban Fam- ily Me- dian
Shenandoah Smyth	20.6 25.1 26.8 16.8 8.1	.85 1.04 1.11 .70	.0168 .0205 .0219 .0138 .0066	26.1 10.9 40.4	4.9 4.8 5.3 3.6 1.8	3.0 2.5 2.5 7.5	21.26	71 54 34 63 76	436	5.7 6.9 4.6 21.9 2.1	78 29 17 83 9	163 94 85 204 95	274 315 386 577 70	145 190 233 414 40	190 165 165 139 175	3,894 5,400 5,199 4,650 1,178	.76 .73 .65	.0074	189 215 193 276 146	907
Surry 84 Sussex 84 Tazewell 15 Warren	7.0 12.1 32.4 8.3 43.2	.29 .50 1.34	.0058 .0099 .0265	12.0	1.6 2.5	1.3 3.8 1.1 10.0	10.72 19.22	45	404 749 688	2.4 5.2 8.6 7.8 34.1	19 19 19 86 71	98 113 100 145 129	66 169 503 168 960	42 141 401 103 641	157 120 125 163 150	1,302 2,354 6,464 1,762 24,201	.33	.0021 .0037 .0103 .0028 .0385	195	96
Washington Westmoreland 114 Wise	42.6 8.4	1.76 .35 2.11	.0348 .0069 .0417	28.7 20.6 16.0	9.2 1.8 10.0 4.3 1.8	2.9 1.7 3.7 2.1	15.94	56 70 37 56 83	518 324 793	9.1 3.3 6.1 6.6 5.7	26 11 16 74	86 123 63 94 150	444 124 561 216 183	306 89 507 115 111	145 139 110 188 165	8,814 1,427 9,921 3,483 897	1.39	.0023 .0158 .0055	168 194 168 118	_
STATE TOTAL	2,421.9	-	1.972	32.4	529.1	459.2	14.77	51	700	18.3	56	125	45,813	31,372	146	713,700	100	1.1331	288	1,04

#### WEST VIRGINIA

															-	1	1		1	
Barbour	28.0 24.6 22.6	1.08 1.62 1.42 1.30 1.42	.0152 .0228 .0200 .0184 .0201 48		4.3 6.6 4.9 4.5 5.5	1.0	18.12	58 47 30 65 41	970	2.9 12.0 5.9 2.2 19.6	15 61 9 28 38	98 159 66 44 107	202 448 286 160 321	113 318 288 100 264	178 141 99 160 122	5,154 3,323	.63 1.56 1.08 .70	.0048 .0118 .0082 .0053 .0081	147 208	985 748
Cabell	90.8 10.9 13.1 10.5 72.1	5.25 .63 .76 .61 4.17	.0993 79 .0089 .0107 .0085 .0587 3		21.0 2.1 2.4 2.3 14.7	.5	24.33	43 68 45 63 25	802	27.1 3.1 2.7 6.2 11.7	88 84 6 36 18	131 71 62 88 91	1,693 95 112 131 1,159	1,466 70 123 89 1,135	115 136 91 147 102	1,115 1,580 1,665	.39 .23 .33 .35 .35	.0713 .0018 .0025 .0026 .0283	495 1, 103 120 159 248	
Gilmer	10.6 8.4 35.9 11.8 28.5	.61 .49 2.07 .68 1.65		::	2.2 1.8 7.4 2.7 6.1	.9 .	11.77	62 62 53 64 53	785	2.8 1.7 9.0 2.7 28.4	8 6 26 42 54	81 104 103 130 150	94 107 552 149 632	58 64 457 93 658	162 167 121 160 96	1.818	.28 .24 1.28 .38 2.28	.0021 .0018 .0097 .0029 .0173	125 . 134 . 170 . 154 . 382 .	
Hardy	9.8 78.6 16.1 15.8 157.7	.57 4.54 .94 .91 9.12	.0080 .0640 44 .0131 .0129 .1284 47		2.0 18.0 3.5 3.7 34.2	13.5 1.6 2.1 43.9	16.99 14.08	62 46 72 47 38	575 1,001 1,012 683 1,057	2.2 20.1 2.0 10.8 29.5	18 73 99 45 75	104 123 81 156 125	202 1,336 153 331 3,521	94 1,003 119 210 2,838	215 134 128 158 124	2,585	.25 6.11 .54 1.01 3.33	.0019 .0464 .0041 .0077 .1012	122 372 1 160 306 404	,380
Lewis	21.8 19.2 58.5 90.5 66.6	1.26 1.11 3.38 5.23 3.86	.0178 39 .0156 .0477 .0737 .0543 3	7.5	4.7 3.6 11.8 17.7 15.5	3.2 .7 1.6 8.9 4.6	16.64	61 57 14 9 46	835 114 899 989	12.8 2.5 10.1 8.7 20.9	68 2 12 7 79	128 41 67 70 133	332 127 734 1,153 1,169	267 98 775 1,110 1,036	124 130 95 104 113	5,948 2,029 17,007 19,874 23,522	1.24 .42 3.56 4.16 4.92	.0094 .0032 .0270 .0316 .0373	291 .	880
Marshall 115 Mason 45 Mercer 15 Mineral 15 Mingo 45	39.8 20.8 61.3 20.1 38.3	2.31 1.20 3.55 1.16 2.22	.0324 5 .0169 1 .0499 4 .0164 3	5.8 2.8 1.1	8.7 4.6 12.8 4.5 7.6	3.8 1.3 10.9 2.9 3.5	18.49 12.83 17.57	54 63 47 51 25	713 779 971 1,012 885	9.8 5.4 22.8 10.3 10.2	58 26 53 42 14	97 89 96 124 49	532 185 798 206 404	340 185 761 164 449	156 100 105 126 90	8,304 3,445 20,733 4,398 9,955	1.74 .72 4.33 .92 2.08	.0132 .0055 .0329 .0070 .0158	165 338 219	910
Monongalia79 Monroe15 Morgan Nicholas	50.1 11.9 8.4 20.7 72.1	2.90 .69 .48 1.19 4.17	.0408 3 .0097 .0068 .0168 2 .0587 8	7.6	11.8 2.5 1.9 4.0 17.9	2.7 1.5 .2 1.1 40.3	14.70	46 67 60 53 46	770 604 843	11.6 10.3 4.6 3.9 52.4	68 13 19 12 12	118 114 134 74 143	746 172 76 208 1,665	638 104 58 178 1,423	117 165 131 115 117	16,376 1,471 1,414 3,036 35,415	3.43 .31 .30 .64 7.41	.0260 .0023 .0022 .0048 .0562	123 168 146	1,392
Pendleton	9.6 6.5 14.6 29.0 16.7	1.68	.0053 .0119 .0237		1.9 1.5 2.9 6.3 3.5	1.7 1.1 1.6 .3	12.46	71 63 56 60 57	779	.5 10.5 3.2 3.2 2.3	66 31 39 11	107 130 91 105 72	116 107 174 292 114	93 81 130 256 94	125 132 134 114 121	870 1,553 2,484 4,264 1,987	.18 .32 .52 .89 .42	.0014 .0025 .0039 .0068 .0032	147	
Raleigh. 15 Randolph	68.1 25.0 15.0 19.1 20.1	1.45 .90 1.13	.0159	29.3	13.6 5.2 3.6 3.8 4.1	6.7 2.7 .9 2.1 3.8	10.73 12.00 16.24	28 53 68 68 59	824 708 374 786	11.5 10.0 7.8 5.2 15.2	22 36 92 79 43	94 104 134 89 77	1,021 404 226 241 226	1,136 302 176 175 168	90 134 128 138 135	21,645 4,955 2,741 2,844 3,160	4.52 1.04 .57 .59 .66	.0344 .0079 .0044 .0045	318 198 175 146 154	
Taylor	19. 13. 12. 17. 31.	3 .77 7 .74 9 1.04	.0109 .0104 .0146	24.0	4.4 2.7 3.1 4.0 6.2	2.0 1.5 3.7 1.9	12.09 11.23 13.48	61 45 65 68 56	685 661	16.2 3.6 15.3 5.0 2.9	72 12 69 31 8	132 85 120 96 44	284 161 219 210 179	172 112 187 132 147	117 159	3,825 2,643 2,854 2,909	.80 .55 .60 .61	.0061 .0042 .0045 .0046	200 197 223 162	
Webster	56.	3 1.29 3 .37 5 3.27	.0182 .0052 .0460	52.4	2.7 4.9 1.4 13.9 4.1	2.1 12.7 .4	11.63	52 58 72 54 28	682 877 968	3.7 9.6 1.1 26.2 7.1	4 58 91 102 5	72 122 70 161 72	1,030	128 292 28 798 276	137 68 129	1,934 4,385 648 22,001 3,374	.92 .14 4.60	.0010	102 389	1,258
STATE TOTAL	1,729.	2 100	1.4083	28.4	373.9	238.3	13.13	45	889	15.8	50	105	26,083	22,029	118	478,102	100	.7590	276	931

Before attempting to use any of the data in the county and city tables, please read the complete explanation of sources, keys, etc., which begins on page 491.

Urban Family Median ,018 908

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#### NORTH CAROLINA

			PULATIO			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	STANDA 1935	RDS	NEW C	AR SAL	ES	SPENDA		MONEY 1935	INCO	ME
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur- ban	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Average Annual 1933	Returns per 1000 pep.	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap- ita	U bi
Alamance41	42.1	1.33	.0343	30.1	8.6	3.1	10.74	46	678	1933	(per 1000	215	1,424	1,191	120	20,456	2.12	.0325	485	di
Nexander16 Mleghany Anson16 Lishe	12.9 7.2 29.3 21.0	.41 .23 .92	.0105	10.6	2.5 1.6 5.7 4.2	.2 .3 2.4 .7		64 77 33 72	396 480	1.9 .8 3.9 .4	6 13 11 2	98 79 69 41	119 88 273 136	46 54 233 59	257 163 117 230	2,046 1,087 5,641 2,829	.21	.0032	158 151 192 135	
Avery	11.8 35.0 25.8 22.3 15.8	1.11 .81 .71	.0210	20.0	2.2 7.4 4.9 4.4 3.3	1.5 .6 .4	10.74	65 49 42 59 64	448 298 441	1.0 5.7 2.1 1.3 1.2	2 27 7 4 2	32 99 109 69 58	61 619 516 250 149	34 632 479 176 85	179 98 108 142 175	1,410 10,896 6,042 3,193 1,807	.63	.0173	119 311 234 143 114	
Buncombe	29.4 44.3 28.0	.93 1.40	.0240	51.2 20.4 26.6 23.3	21.5 5.3 8.6 5.3 1.2	2.3 2.0 6.4 1.7	18.44	46 57 37 57 44	750 608 546 570	19.9 8.0 10.6 7.5	56 18 44 21	128 109 161 122 108	1,532 456 1,121 457 71	1,241 334 707 396 49	123 136 159 115 145	45,710 7,417 14,197 7,117 792	1.47 1.47	.0118 .0225 .0113	467 252 320 254 145	
Carteret	16.9 18.2 43.9 24.1	2 .58 9 1.39 1 .76	.0148 .0358 .0197	38.1	3.7 3.3 8.8 4.8 3.1	4.0 .7 .3	13.14	70 39 56 57 57	468 504 509	5.6 .4 9.7 1.3	23 2 35 12 9	77 76 148 86 43	246 213 912 327 97	215 183 584 194 69	114 116 156 168 140	3,935 2,169 13,343 4,560 2,556	1.38 .47	.0034 .0212 .0072	233 119 303 188 158	
Chowan73 Clay3 Cleveland16 Columbus	5.4 51.1 37.1	1.64 7 1.15	.009: 7 .004: 4 .042: 9 .030:	2 31.5 4 3 31.6	1.0 10.2 7.5	.9 3.1 1.6	10.98	44 67 36 57 43	568 422 436	5.8 .5 5.4 2.4 8.5	32 31 25 7 32	103 25 113 81 110	178 13 678 733 534	121 14 483 551 649	147 92 140 133 82	2,810 635 13,203 7,321 9,894	.07 1.37	.0010 .0210 .0116	249 117 254 194 322	
Cumberland 83 Currituck 73 Dare 73 Davidson 119 Davie 118	45. 6. 5. 47.	7 .2 2 .10 8 1.5	005 6 .004 1 .038		1.5	.2 .2 3.1	10.55	39 50 84 57 50	464 600	9.4 2.4 3.6 6.7 2.8	27 7 42 19	108 107 76 147 126	856 82 81 715 156	716 41 49 515 117	200 165	14,703 870 987 13,325 2,289	.09 .10	.0014 .0016 .0212	325 130 190 278 159	3
Duplin	35. 67. 47.	1 1.1 2 2.1 9 1.5 7 3.5	1 .028 2 .054 1 .081 2 .091	6 7 77.4 2 34.2 0 67.4	7.1 14.5 9.5	20.3 5.2 65.1	18.46 12.78 14.78	49 32 25 40 33	296 687 590	1.8 27.1 17.0 21.9	3 55 54 42 11	89 161 158 152 80	544 1,807 1,321 2,225 325	437 1,554 1,270 1,707 282	124 116 104 130	6,543 35,208 23,434 55,884	.68 3.65 2.42 5.78	.0104 .0559 .0372 .0887	186 524 489 500 150	1 1 3
Gaston 16 Gates 73 Graham 3 Granville 83 Greene 83	78. 10. 5. 28.	1 2.4 5 .3 8 .1 7 .9	6 .063 3 .008 9 .004 1 .023	6 94.0 6 8 4 14.2	15.6 2.0 1.0	4.2 .5	10.98	27 55 53 39 22	479 431	8.6 .7 .1 4.9	21 21 2	109 96 27 114 109	988 154 23 620 384	729 91 15 522 468	135 169 153 119	24,917 1,420 694 6,594	2.58 .15 .07	3 .0396 5 .0023 7 .0011 8 .0105	319 138 119 230 188	9 .
Guilford 41 Halifax 83 Harnett 8 Haywood Henderson	133. 53. 37. 3 28.	0 4.2 2 1.6 9 1.2 2 .8	0 .108 8 .043 0 .030 9 .023	3 67.9 4 6.3 9 12.0 0 18.1	27.2 10.2 7.3 5.8	10.2 2.5 1.1	18.77	45 28 38 51 58	627	22.4	66 21 13 23 28	180 93 104 89	3,705 816 677 318 310	2,971 693 616 233 195	125 118 110 136	71,252 13,540 9,132 6,908	7.37	7 .1130 0 .0215 4 .0145 1 .0110	538 254 241 244	5 1
Hertford	17. 14. 3 8. 6 46.	5 .5 2 .4 5 .2 7 1.4	5 .014 5 .011 7 .007 7 .038	3 6 0 0 34.5	3.3 2.6 1.7	.2 .5 .1 2.9	10.18	39 26 52 50 59	388 527 545	2.5 1.7 .4 6.8 2.2	12 9 29 6	108 53 51 134 40	353 101 54 713 105	316 115 46 445 77	112 85 135 159	2,983 2,625 1,070	2 .3 5 .2 8 .1 1 1.10	1 .0047 7 .0042 1 .0017 6 .0178	169 184 120 239	9 . 4 . 6 . 9
Johnston 83 Jones 83 Lee 83 Lenoir 83 Lincoln 16	57. 3 10. 3 16. 3 35.	4 .3 9 .5 7 1.1	3 .008 4 .013 3 .029	9 4.4 5 8 25.0 1 31.8 6 16.5	1.9 3.4 7.3	10.6	10.04 11.16 12.71	39 34 48 31 47	418 457 469 512	2.3 .1 6.8 8.1	12 2 31 32 24	96 86 129 153 115	904 123 358 968 267	698 188 268 1,153 223	134	13,935 1,717 4,721 13,930	9 1.4 7 .11 2 .4 0 1.4	4 .0221 8 .0027 9 .0075 4 .0221	24: 16: 27: 39:	2
McDowell	20. 3 13. 20. 3 23.	3 .6 7 .4 3 .6 4 .7	4 .016 3 .011 4 .016 4 .019	6	3.9 2.8 4.1 4.4	1.0 .2 .8		. 48 64	511	6.2	14 12 5 23 71	87 49 41 113 167	193 88 98 508 3,640	168 101 86 555 2,609	87 1 123 7 91	4,005 1,797 2,735 6,013	5 .4 7 .11 5 .21 3 .61	1 .0064 9 .0029 8 .0043 2 .0095	19: 13: 13: 25:	7 . 1 . 5 . 7 .
Mitchell	13. 16. 3 28.	9 .4 2 .5 2 .8 8 1.6	4 .011 1 .013 9 .023		2.8 3.3 5.8 10.5	.7 .4 1.5	13.05	. 68 47 55 31 44	458 489 520 448 550	2.4 4.0 10.6 .7 32.2	7 20 27 4 63	40 88 121 69 129	87 205 480 552 842	50 14 36 57 78	155 139 133 9 95	2,389 3,683 9,100	9 .2	5 .0038 8 .0058 4 .0144	17 22 32	7
Northampton	3 15. 1 21. 3 9.	3 .4 2 .6 2 .2	8 .012 7 .017 9 .007	2 12.7	2.0	2.7	10.17	36 51 48 63 46	349 559 436 472	2.2 .9 6.8 1.4	5 9 25 10 66	84 85 123 66 125	344 204 406 74 422	28 20 31 7 26	99 7 128 8 97	5,10 2,14 4,74 1,03	1 .5 9 .2 3 .4 4 .1	3 .0081 2 .0034 9 .0075 1 .0016	18 14 22 11	8 1 4 1
Pender. Perquimans 77 Person 3 Pitt 8 Polk	1 22. 3 54.	7 .3 0 .7 4 1.7	0 .008 0 .018 2 .044		10.9	5.5	13.29	33	459 446	2.7	2 11 11 27 25	66 106 106 149 65	151 145 335 1,452 61	12 8 29 1,85	173 0 116 2 78	1,67 4,83 17,21	B .1 1 .5 6 1.7	7 .0027 0 .0077 8 .0273	15 21 31	7 9 6
Randolph 4 Richmond 11 Robeson 8 Rockingham 4 Rowan 11	66. 1 51.	0 1.0 5 2.1	7 .027 0 .054 1 .041	05 13.8 77 22.6 12 6.2 16 13.4 12 35.4	6.8 13.1 10.2	2.3		. 34	534 501 440 661	4.5 9.9 3.6 7.6 12.9	27 20 13 27 41	140 92 98 141 154	713 434 1,113 1,032 1,053	510 35 91 810 67	1 124 1 122 3 126	9,86 17,51 14,90	1 1.0 1 1.8 9 1.5	2 .0157 1 .0278 4 .0237	18 28 26 29	5 9 3 2
Rutherford. 16 Sampson. 8 Scotland. 16 Stanly. 16	3 40. 5 20.	1 1.2	.032 4 .016	9 17.6 6 6.7 4 16.4 16 11.5	7.9	2.3	13.35	. 38 . 50 14 . 61	531 375 363 551	2.8 1.7 4.7 5.7	23 5 15 19	94 86 82 139	331 544 326 591	35 43 25 37	127	7,610 4,38	0 .7	9 .0121	19	7

#### NORTH CAROLINA—(Continued)

			PULAT IO			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	LIVIN STANDA 1935	RDS	NEW	CAR SAL	.ES	SPENDA		MONEY	INCO	ME
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur- ban	Fam- ilies	in millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Average Annual 1933	Returns per 1000 pop. 1933	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap- ita	Ur- bar Fan ily Me dia
Stokes	22.2 39.8 11.6 9.6 5.2 40.9	.70 1.25 .36 .30 .16 1.29	.0094 .0078 .0042	15.2	4.4 7.9 2.2 2.1 1.0 8.2	.3 3.0 .1 .2	10.64	49 55 52 50 60 41	522 538 523	.8 5.9 3.5 3.4 .7 2.8	1 22 4 10 7	107 108 49 75 62 89	320 772 77 106 42 326	178 412 75 64 39 260	180 187 103 166 107 125	2,622 10,925 1,747 1,461 564 9,079	.27 1.13 .18 .15 .06	.0042 .0173 .0028 .0023 .0009 .0144	117 274 151 152 109 222	
/ance 83 Vake 83 Varren 83 Vashington 73 Vatauga	27.3 94.8 23.4 11.6 15.1	.86 2.99 .74 .37 .48	.0222	23.2 39.4	5.3 19.3 4.3 2.3 3.0	2.7 .9 .7	18.36	35 38 44 47 70	404 700 471 382	9.0 20.9 4.1 3.0 1.4	32 52 15 4 15	121 159 69 68 51	620 2,653 230 122 142	468 2,153 174 106 104	132 123 132 115 137	6,546 43,410 3,947 1,714 2,937	.68 4.49 .41 .18 .30	.0104 .0689 .0063 .0027 .0047	240 458 168 148 193	1,3
Wayne	53.0 36.2 44.9 18.0 14.5	1.14	.0294		10.5 6.9 9.0 3.7 2.8	2.1 1.8 16.4 .4	13.96	32 67 28 63 63	476 516 441	6.9 3.1 11.1 .7 .8	24 16 32 3 3	119 71 132 133 25	1,127 394 1,020 314 45	1,052 289 1,121 187 30	107 136 91 168 150	15,937 6,481 14,598 2,097 1,731	1.65 .67 1.51 .22 .18	.0253 .0103 .0232 .0033 .0027	301 179 325 116 119	
STATE TOTAL	3,170.3	100	2.5822	25.5	644.0	294.5	11.90	43	572	9.7	28	117	55,990	45,951	122	966,436	100	1.5343	311	8
						SO	UI	H	С	AR	O L	1 1	N A							
Abbeville 4 Aiken 5 Allendale 5 Anderson	23.3 47.4 13.3 80.9 19.4	2.73 .76 4.66	.0386	21.1	5.0 10.5 2.9 16.8 3.9	1.2 .1 3.3 .1		31 30 19 25 27	542 287 524 440	4.8 6.2 2.9 6.2 2.8	19 14 8 19 9	82 103 66 124 78	123 599 118 838 231	122 478 103 848 204	101 125 115 99 113	3,400 9,651 1,275 23,554 3,260	2.33 .31 5.68 .79	.0153 .0020 .0374 .0052	146 204 96 291 168	
Barnwell 5 Beaufort 93 Berkeley 14 Calhoun 21 Charleston 14	21.2 21.8 22.2 16.7 101.0	1.25 1.28 .96	.0181	12.7	4.8 5.1 4.7 3.6 25.7	.5 .7 .1 48.1	10.30	24 59 56 24 28	404 327 439 317 553	2.7 6.9 2.0 2.6 23.9	8 8 1 7 47	82 75 53 82 119	209 257 177 204 1756	175 229 122 163 1,356	119 112 145 125 129	3,459 3,593 1,793 2,331 40,675	.43	.0057 .0029 .0057	162 164 81 139 403	
Cherokee	22.2 31.8 34.3 30.0 25.8	1.83 1.98 1.73	.0259 .0280	21.2 17.3 10.4 10.0	6.4 6.6 6.7 5.8 5.5	2.1 2.1 .2 .1 1.4	10.38	30 27 37 22 45	451 525 355 258	3.8 6.3 2.5 1.7 2.5	18 24 8 5 8	83 93 84 61 81	235 311 415 298 324	251 269 385 217 274	94 116 108 137 118	5,128 6,251 5,591 3,617 2,925	1.51 1.35	.0099 .0089 .0058	159 196 163 120 113	
Darlington. 21 Dillon. 21 Dorchester 14 Edgefield 5 Fairfield 21	41.4 25.7 18.9 19.3 23.2	1.48 1.09 1.11	.0210 .0154 .0157	25.6 10.6 13.6	8.5 5.2 3.9 4.0 4.5	1.5 .1 .1 .5 1.0		28 23 49 27 26	550 351 294	6.3 4.7 6.0 2.2 3.5	16 10 14 11 5	110 103 95 90 86	635 469 187 203 217	614 393 152 162 177	103 119 123 125 123	8,752 4,402 2,296 2,558 3,448		.0036	211 171 121 132 148	
Florence	117.0 36.1	1.25 6.73 2.07	.0177 .0953 .0294	24.2 23.3 24.9 30.5	12.3 4.8 25.5 7.8 3.7	1.1 .1 9.8 2.4 .2	13.46	32 46 29 22 30	709 377 599 505 290	9.1 5.6 14.2 7.2 2.8	21 14 33 33 5	124 68 167 132 88	1,213 285 2,021 539 202	1,058 223 1,652 432 214	115 128 122 125 94	17,557 4,111 52,921 11,090 2,595	.99 12.77 2.68	.0065 .0840 .0176	288 189 452 307 150	
Horry 21 Jasper 93 Kershaw 21 Lancaster 16 Laurens		.57	.0081 .0261 .0228		7.5 2.1 6.3 5.4 8.6	1.3 .2 1.5 1.5 2.4		47 39 34 26 25	364 321 526 558	2.3 2.1 3.3 2.7 4.6	9 4 19 10 14	82 63 104 79 96	629 119 426 189 488	519 76 370 245 419	121 157 115 77 116	7,104 1,013 4,745 4,858 7,977	.24 1.14 1.17	.0075	174	
Lee	24.1 36.4 11.4 27.2 31.6	2.10	.0297 .0093 .0221	7.1	4.7 7.6 2.4 5.6 6.5	.3 .1 .2 1.6 1.5		23 42 25 32 22	327 458 404	1.2 2.5 1.4 5.4 4.0	5 25 6 12 11	67 152 75 112 91	248 369 71 628 352	227 290 75 467 334	109 127 95 134 105	3,428 5,676 1,699 4,719 5,798	1.14	.0027	142 155 148 173 183	
Newberry. 21 Dconee. Drangeburg 21 Pickens. Richland 21	33.3 63.8 33.7	3.67	.0272 .0520 .0275	29.0 13.7 14.5 62.1	7.4 6.7 13.2 6.7 18.4	.2 .8 2.6 .2 4.4	13.10	29 32 30 32 33	617 460 416 475 623	5.0 2.6 3.6 2.4 24.4	22 14 14 12 54	121 99 94 122 161	419 372 676 283 2,383	332 329 629 289 1,725	126 113 107 98 138	6,790 5,580 10,578 6,226 37,815	1.35 2.55 1.50	.0108 .0089 .0168 .0099 .0600	196 167 165 185 431	
aluda 21 partanburg 21 umter 21 Jnion Williamsburg 14 fork 16	116.3 45.9 30.9 34.9	1.04 6.69 2.64 1.78 2.01 3.07	.0947 .0374 .0252 .0284	1.2 27.4 25.6 23.9	3.8 24.4 9.4 6.3 6.6 10.9	.6 2.0 2.4 .5 .1		33 26 27 22 32 28	542 413 534	.8 9.1 7.0 3.8 1.9 6.1	13 20 28 13 6 26	80 125 100 89 67 117	114 1,581 630 316 435 625	99 1,467 548 326 299 558	115 108 114 97 145 112	2,322 35,297 11,241 7,676 3,853 13,938	1.85	.0061	127 303 245 248 110 261	
STATE TOTAL		100	1.4162	-		107.2		30	525	7.6	20	108	23,419	19,896	118	414,566		.6582	238	-
								G E	0 1	R G	I A									
ppling 59 tkinson 93 acon 59 aker 59	13.3 6.9 7.1 7.8 22.9	.23	.0056		2.7 1.4 1.4 1.7 3.6	2.0		36 34 35 17 29	229 206 289 357	2.2 1.1 .8 1.0 4.6	10 8 6	57 55 63 29 64	95 44 61 18 216	99 34 39 22 192	96 129 156 82 113	1,724 652 677 428 4,706	.20 .07 .08 .05	.0010 .0011 .0007	98	
lanks4 larrow4 lartow4 len Hill59 lerrien59	9.7 12.4 25.3 13.0 14.6	.45	.0101 .0207	26.4 20.6 49.1	1.9 2.8 5.3 3.1 3.0	1.1 4 .4		30 29 28 36 32	366 528 595 190	.3 3.5 4.4 6.7 1.6	10 15 30 4	35 115 103 109 65	14 130 240 191 135	17 120 243 144 83	82 108 99 132 163	338 2,587 4,028 3,820 2,825	.04 .30 .46 .44	.0064	35 209 158 292 193	

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			PULATIO			BANK DE- POSITS	RENT A	AND SHIP	FAC- TORY WAGE	COME TAX	STANDA 1935	RDS	NEW	CAR SAI	LES	SPEND	ABLE I	MONEY 1935	INCO	ME
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur- ban	Fam- ilies	in millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Average Annual 1933	Returns per 1000 pop. 1933	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap- lta	Ur bar Far ily Me dia
Bibb58 Bleckley59 Brantley93 Brooks59 Bryan93	77.0 9.1 6.9 21.3 5.9	.31	.0074	19.4	19.2 2.0 1.4 4.6 1.2	7.4 .2 .7 .1	11.01	30 25 43 30 47	552 200 311 303	16.6 1.9 1.4 1.9 3.7	72 15 3 14 6	144 62 49 55 96	1,330 72 32 149 73	1,169 49 29 135 63	114 147 110 110 116	40,882 1,403 731 2,744 606	4.72 .16 .08 .32 .07	.0649 .0022 .0012 .0044 .0010	531 154 106 129 102	8
Bulloch	29.2 9.3 10.5	.32			5.4 7.2 2.1 2.5 1.4	.7 .8 .3 .4		30 14 29 16 61	269 419 287 162	2.2 3.1 2.9 1.9 2.5	17 9 20 13 3	72 53 114 86 72	238 226 124 110 71	238 186 125 125 45	100 122 99 88 158	3,748 4,135 1,484 1,443 815	.17	.0060 .0066 .0024 .0023 .0013	141 141 159 136 128	
ampbell	9.9 8.9 34.2 9.4 4.3	1.18	.0081 .0073 .0279 .0077 .0038	14.7	2.2 1.8 7.4 1.9	.1 .7 .1 .3	12.64	35 27 34 49 41	362 241	1.1 2.8 3.0 3.8	16 18 18 15 14	46 96 130 98	65 250 128 52	43 272 97 50	151 92 131 104	1,596 1,459 6,382 876 824	.10	.0025 .0023 .0101 .0014 .0013	161 162 186 93 188	
hatham93 hattahoochee hattooga17 herokee4 larke4	105.4 8.9 15.4 20.0 25.6	.31	.0072 .0125 .0163	80.6 21.3 14.4 71.0	27.4 1.1 3.1 4.1 6.2	.6 1.3 1.3	13.65	25 14 25 36 30	688 458 467	29.4 20.9 2.3 3.9 17.3	67 17 12 66	140 203 113 98 161	1,715 285 158 148 562	1,218 229 170 149 456	141 124 93 99 123	57,623 1,980 4,063 3,249 13,360	.23 .47 .37	.0915 .0032 .0065 .0052 .0212	546 223 263 162 521	
Clay     .66       Clayton     .4       Clinch     .93       Cobb     .4       Coffee     .59	6.9 10.2 7.0 35.4 19.7	.25	.0057 .0084 .0057 .0288 .0160	2.7	1.5 2.2 1.6 8.0 3.9	1.7 .4	10.55	23 37 21 40 32	198 479 330	2.3 6.0 3.1 8.4 3.1	11 10 9 30 9	67 128 67 132 72	64 140 74 388 200	67 151 79 340 152	96 93 94 114 132	1,226 1,976 1,266 6,961 2,728	.15	.0020 .0031 .0020 .0111 .0043	177 192 180 197 138	
olquitt	30.6 8.8 11.3 25.1 7.0	.30 .39 .86	.0072	25.4	6.2 1.9 2.4 5.6 1.4	2.5 .1 .2 1.6		28 22 34 26 29	414 240 221 480	4.4 1.8 1.5 7.4 .2	12 9 14 24 8	85 104 75 111 47	257 41 123 270 29	285 44 80 231 18	90 93 154 117 161	7,892 975 1,477 5,919 708	.11	.0125 .0015 .0023 .0094 .0011	258 110 130 235 101	
Crisp	17.3 4.1 3.5 23.6 70.2	.81	.0034		4.1 .8 .7 5.2 16.6	1.4 1.1	21.62	27 47 45 32 46	302 467 515	5.8 1.2 .3 5.2 12.7	16 1 15 94	79 111 73 71 102	236 24 18 185 789	193 12 26 202 548	122 200 71 92 140	4,686 373 277 3,653 31,625	.04	.0058	270 90 79 154 450	
Dødge 59 Døoly 59 Døugherty Døuglas 4 Early	22.3		.0147	65.0	4.6 3.9 5.8 2.0 4.1	.2 2.9 .2 .3		25 22 23 35 20	309 214 547 273	1.9 1.5 21.0 3.1 1.7	14 9 53 15 4	59 69 142 90 53	104 158 453 100 121	133 169 431 92 122	78 93 105 109 99	3,252 2,706 10,568 3,868 2,318	.31 1.22 .44	.0052 .0043 .0168 .0061	150 150 473 409 127	
Echels	18.4 24.1		.0022 .0083 .0151 .0196 .0058	25.1	2.2 4.0 5.1 1.4	.1 .9 .6		34 44 29 23 34	552 222 610 250 331	2.6 4.5 1.7 2.5	21 24 9 12	49 80 118 62 80	10 66 185 201 90	63 195 184 68	105 95 109 132	234 1,061 3,496 4,389 1,141	.50	.0056	85 104 189 182 161	
Fannin 4 Fayette 4 Floyd 4 Forsyth 4 Franklin 4	8.7 48.7 10.6	1.67	.0106 .0076 .0396 .0087 .0129	44.8	2.6 1.8 10.6 2.3 3.2	.2 .2 5.3 .1 .3	10.90	58 25 29 41 33	605	1.0 .9 12.2 .1 1.1	2 6 34 3 8	41 77 130 70 95	53 48 725 41 111	52 47 705 45 100	102 101 103 91 111	1,005 1,015 23,568 1,026 2,772	2.71 12	.0016 .0374 .0016	484 96	
Fulton	7.3 4.3 19.4	.67	.0060 .0038	72.2	77.4 1.5 .9 4.8 3.6	132.2 .4 2.7 .7	18.48	31 57 30 35 36	705 601 526	44.4 .8 .4 14.5 2.9	101 4 40 10	227 50 91 142 115	10,860 44 85 361 247	9,819 41 57 333 182	106 149 108	245,689 742 591 7,391 3,297	.09	.0012 .0009 .0117	134 380	
Grady	27.8 12.7	.43 .96 .44	.0103 .0227 .0104	12.0	2.8 6.0 2.6	.5 .3 1.0 .7 1.7		34 26 34 46 33	301 478 574 547	1.6 3.5 3.1 2.9 6.6	11 19 14 21 26	66 77 100 109 117	171 96 260 141 370	157 95 238 137 309	109	2,860 1,824 3,671 1,944 7,720	.42	.0058	145 132 152	
Hancock 5 Haralson 4 Harris Hart 4 Heard 4	13.3 11.1 15.2	.38	.0108 .0091 .0124		2.7 2.8 2.4 3.1 1.8	.2 .1 .1 .1		25 42 27 27 32	304 274 480	2.6 1.5 1.9 1.3	6 11 5 16	57 93 69 59 48	130 155 61 75 21	62 165 50 77 23	94 122 97	1,674 1,835 1,622 2,779 574	.19	.0029 .0026	183	
Henry4 Houston 59 Irwin 59 Jackson 4 Jasper 59	11.3 12.2 21.6 8.6	.39 .42 .74	.0092		3.4 2.5 2.4 4.5 1.9	.5 .2 .2 .8 .6		27 20 26 25 28	563 457 236 357 512	1.8 3.3 1.1 2.4 2.8	12 14 8 13 14	104 69 66 94 72	123 129 118 161 82	115 81 83 143 45	159 142 112	2,346 1,715 1,462 3,243 1,595	.20	.0051	147 152 119 150 186	
Jeff Davis	20.7 12.9 12.7	.44	.0103		1.6 4.4 2.9 2.8 1.8	.1 .5 .4 .4 .1		30 23 19 22 23	211 219 209 276	2.6 2.1 3.1 1.1 1.1	7 11 11 9 6	52 70 49 58 47	68 163 65 94 20	51 154 76 81 19	85 116	1,236 3,329 2,524 1,563 745	.29	.0053 .0040 .0025	161 195 123	
Lamer. 4 Lanier. 59 Laurens. 59 Lee. 59 Liberty. 93	32.6 8.3	1.13	.0042	33.2	2.1 1.1 7.2 2.1 1.7	.6 .1 .9		31 34 24 14 63	531 152 306 524	5.3 .5 2.9 1.3 1.6	23 6 17 4 11	106 56 65 58 62	122 48 264 35 63	106 15 257 40 43	320 103 87	1,515 492 5,250 553 585	.06 .00	.0008		
Lincoln	29.9 4.9	1.03	.0064 .0034 .0244 .0040 .0073	44.9	1.5 .9 6.8 1.1 2.1	1.7 2 .8		31 42 33 52 18	241 414	1.6 10.0 .8 5.4	12 14 37 26 22	72 61 130 70 100	55 29 505 44 114	64 39 415 37 88	118	945 199 9,410 749 1,995	1.08 1.09	.0003 .0149 .0012	152	

#### GEORGIA—(Continued)

			PULATION THOUSAND			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	STANDA 1935	RDS	NEW	CAR SAL	.ES	SPENDA	BLE N 193		INCO	ME
COUNTIES	Total 1930	% of	% of U.S.A.	% Ur-	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	0wn- ers 1930	Aver- age Annual 1933	Returns per 1000 pep.	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap-	Ur- ban Fam ily Me-
4		State	U.S.A.	Dan		1933	1930	1900	1000	1933	(per 1000	pop.)			1004					dian
Vicintosh93 Viscon59 Viscon4 Viscon4 Viscon4 Viscon4	5.8 16.6 14.9 6.9 22.4	.51	.0047 .0136 .0122 .0057		1.4 3.8 3.2 1.5 4.8	.1 .5 .1 .1		51 23 26 32 24	213 458 264	4.5 3.0 .8 1.2 3.8	10 15 9 17 16	77 62 87 69 66	59 132 83 44 127	46 118 66 40 197	128 111 126 111 64	1,180 2,701 2,226 664 3,612	.14 .31 .26 .08 .42	.0019 .0043 .0035 .0011 .0057	204 162 149 95 161	
Miller	9.1	.31	.0074		1.9	.1		22	196	1.1	5	46	45	53	84	1,000	.12	.0016	110	
Milton4 Mitchell59 Montgomery59	23.6 11.6 10.0	.40	.0095		5.1 2.5 1.9	1.0 .5 .4	* * * * * * * *	20 31 28	214 406 224	2.1 3.5 1.2	9 20 20	65 84 54	171 113 61	170 102 32	101 111 190	3,948 1,718 1,125	.45 .20 .14	,0027	167 148 122	
Morgan 4 Murray 4 Muscogee Newton 4 Oconee 4	51.6 17.2	1.98 1.98	.0075 .0469 .0141		3.0 1.9 13.7 3.8 1.8	.4 .2 11.8 .6	12.99	22 39 24 24 23	525	1.8 .8 23.5 5.1 .3	15 8 93 15 1	80 80 159 109 86	126 68 1,109 201 29	114 73 1,099 179 27	110 93 101 112 107	2,223 1,249 29,622 3,472 621	3.42 .40	.0470	178 135 515 200 77	99
Ogelthorpe 4 Paulding 4 Peach 59 Pickens 4 Pierce	12.9 12.3 10.3 9.7	.35	.0100 .0084 .0079	44.4	2.8 2.6 2.4 2.0 2.5	.1 .3 .4		24 40 27 33 37	292 161	.6 .8 7.8 3.7 2.0	7 6 28 7 8	67 51 104 97 64	82 46 168 78 136	71 57 131 67 101	116 81 128 116 134	1,907 1,239 2,897 1,790 1,549	.14	.0020 .0046 .0028	147 101 282 185 124	
Pike	8.3	.86	.0205 .0073 .0066	45.2	2.3 5.1 2.1 1.8	1.3 .3 .1		24 25 22 21 17	152 552	3.0 5.9 3.3 1.9	6 19 13 18	81 99 78 75 64	99 277 95 127 23	83 254 77 85 30	119 109 124 149 77	1,257 7,256 1,498 1,051 284	.84	.0115 .0024	115 288 166 126 74	
Rabun	6.3 17.3 72.9 7.3 5.3	2 .59 2 .51 2 .25	0139 0599 0005	18.8 5 82.6	1.3 3.9 18.1 1.6	.2 .3 11.3 .2 .1	11.41	50 26 26 25 25	273 549	2.0 3.2 21.5 2.4 1.6	12 16 72 16 18	99 75 144 99 81	95 152 1,319 76 29	1,037	89 96 127 126 126	1,222 2,855 38,076 931 696	.33 4.38	.0045 .0605 .0015	522	1,00
Screven	7.3	3 .2	.006		4.4 1.5 5.4	.3 .2 1.4		23 30 23	285 270 515	1.9 1.7 10.1	11 10 42	69 80 129	164 111 346		141	3,012 1,083 8,463	.12	,0017	146	3

\*Milton County combined with Fulton.

With Fulton County's spendable income 47% above the national average and Atlanta ranking 10th among all cities in the country in the major group with trading areas of over 500,000 population,

# Atlanta Offers Sales Opportunities Unique In Today's Market

#### ATLANTA HAS A PER CAPITA SPENDABLE INCOME OF \$832!

With 89.5% of its city carrier circulation concentrated in purchasing power sections and 96% of its total net paid, effective circulation, The Atlanta Georgian reaches a greater percentage and greater number of homes in purchasing power districts than can be reached by any other Atlanta newspaper.

Statements as to Atlanta's high standing in spendable money income are proved by the current Sales

Management Survey of Spending Power.

Proof of the standing of today's Georgian together with additional information on the potentialities of the Atlanta market will be furnished by any Georgian representative.

#### The Atlanta Georgian & Sunday American

Represented Nationally by Hearst International Advertising Service Rodney E. Boone. General Manager

#### ST. PETERSBURG Is One of the BIG 4 Now!

It's time to change your geography of Florida. Florida used to have 3 major markets—Jacksonville, Miami, Tampa. Now there's a FOURTH. It is St. Petersburg—Resident population, 47,000; Winter, well over 100,000.

St. Petersburg has entertained more than 200,000 visitors during the past Winter—a \$40,000,000 crop. This means money to spend through the coming months—a fertile market for advertised products, products advertised in St. Petersburg.

#### ST. PETERSBURG NEWSPAPERS SERVICE

Representing

ST. PETERSBURG TIMES

THE EVENING INDEPENDENT

Represented Nationally by Theis-Simpson Company and Thos. F. Clark Co., and in Atlanta, Garner & Grant.

No outside newspaper has as much as 300 average daily circulation in St. Petersburg.

#### G E O R G I A—(Continued)

			PULATIO			BANK DE- POSITS	RENT		FAC- ITORY WAGE	COME TAX	STANDA 1938	RDS	NEW (	CAR SAL	ES	SPENDA		MONEY 935	INCO	ME
COUNTIES	Total 1930	% of	% of	% Ur-	Fam- ilies	In millions of \$	Median Rentals	ers	Aver- age Annual 1933	Returns per 1000	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands	% of State	% of U.S.A.	Per cap-	Ur- ban Fam ily Me-
		otate	U.S.A.	ban		1935	1930	1930	1933	pop. 1933	(per 1000	pop.)			1934	of \$			TIAN .	dian
Stephens4 Stewart4	11.7 11.1	.40	.0096	39.1	2.4 2.4	.3		34 23	525 437	2.9 3.0	14 12	107 63	182 87	110 71	165 123	2,884 1,374	.33	.0046	245 124	
Sumter59 Talbot5 Taliaferro5 Tattnall93 Taylor	26.8 8.4 6.2 15.4 10.6	.92 .29 .21 .53 .37			6.5 1.8 1.3 3.2 2.3	1.8 .2 .1 .3 .2		22 28 29 35 33	488 275 257 278	4.2 1.3 1.3 1.6 1.5	26 13 7 11 19	84 49 65 75 80	247 35 36 149 117	249 41 23 108 114	99 85 156 138 103	6,337 1,154 815 1,527 1,556	.73 .13 .09 .17	.0101 .0018 .0013 .0024 .0025	236 136 132 99 146	
Telfair59 Terrell Thomas Tift 59 Toombs 59	14.9 18.3 32.6 16.1 17.2	1.12	.0266	20.9 35.9 21.1 20.8	3.1 4.2 7.5 3.6 3.4	.3 .6 1.4 1.0		35 20 36 27 27	255 307 383 318 288	2.9 2.5 7.3 6.3 2.8	16 16 28 22 12	67 69 103 114 58	92 136 347 221 171	112 171 283 211 108	82 80 123 105 158	2,686 3,159 8,282 4,053 3,233	.31 .36 .95 .47	.0043 .0050 .0131 .0064 .0051	179 173 253 252 188	
Towns     4       Treutien     59       Troup     4       Turner     59       Twiggs     59	4.3 7.5 36.7 11.2 8.4	1.26 1.26	.0091	54.7	.9 1.5 8.0 2.4 1.8	.1 .2 3.2 .3	******	61 24 21 23 20	237 513 221	1.4 12.2 1.9	5 11 35 11 5	46 47 114 73 40	15 47 471 79 35	10 43 396 74 34	150 109 119 107 103	348 964 15,954 1,664 865	.04 .11 1.84 .19		80 129 434 148 103	
Union 4 Upson 4 Walker 17 Walton 4 Ware 93	6.3 19.5 26.2 21.1 28.5	.67 .90	.0158 .0213	40.9 23.0 17.5 58.4	1.3 4.0 5.6 4.6 6.1	.9 .7 .8 1.4	11.69	61 18 43 23 38	702 533 649	6.2 3.7 2.9 11.3	21 9 16 29	45 119 139 100 113	33 274 292 186 394	9 286 234 189 344	370 96 125 98 114	540 5,363 6,243 3,533 10,282	.62 .72 .41	.0085 .0099 .0056	85 274 238 167 387	
Warren 5 Washington 5 Wayne 93 Webster Wheeler 59	11.2 25.0 12.6 5.0 9.1	.86	.0204	12.0	2.3 5.4 2.7 1.0 1.8	:7		22 20 34 22 26	407 259 300	2.8 2.8 3.4	7 17 16 9 6	66 62 68 32 45	86 170 111 15 30	101 146 89 19 32	85 116 125 79 94	1,747 3,804 1,608 295 672	.19	.0060 .0026 .0005	156 152 127 59 73	
White 4 Whitfield	6.0 20.8 13.4 15.9 10.8	.72	.016	39.2	1.2 4.4 2.9 3.6 2.4	3.2 .1 .5 .1		24	557 233 425 238	7.8 1.1 2.5 1.6	1 27 3 16 2	61 131 57 72 61	35 422 98 100 72	15 245 78 112 67	172 126	380 5,804 1,846 2,201 1,156	.67 .21 .25	.0092	63 279 137 138 107	
Worth	21.1	.73	.017	2	4.5	.2		21	282	1.3	7	50	99	94	104	2,600	.30	.0041	123	3
STATE TOTAL	2,908.5	100	2.368	30.7	652.8	327.6	10.70	30	524	11.0	34	108	38,270	33,235	115	868,480	100	1.3788	299	9

#### FLORIDA

Alachua 48 Baker 48 Ray 8 Bradford 48 Brevard 48 Broward 62	34.4 2.34 6.3 .43 12.1 .82 9.4 .64 13.3 .90 20.1 1.37	.0278 30.4 .0051 .0098 44.6 .0077 .0108 20.1 .0164 70.4	1.3 2.9 2.1 3.7	3.9 12.44 .1	46 29 38 42 49 43	397 208 236 627 724	9.9 2.2 10.9 3.9 21.0 18.5	33 5 29 6 22 28	143 69 166 85 209 293	639 57 275 84 296 702	580 61 333 63 210 531	110 93 83 133 141 132	12,466 1,238 4,546 1,346 5,220 8,787	2.07 .21 .75 .22 .87 1.46	.0198 .0020 .0072 .0021 .0083 .0140	363 198 376 143 393 437
Calhoun	7.3 .50 4.0 .27 5.5 .38	.0059 .0033 .0045	1.5 1.1 1.4	.2 .1 10.85	37 41 41	215 806. 355	2.0 8.7 6.8	5 87 8	70 145 107	86 68 64	70 66 47	123 103 136	1,437 699 820	.24 .12 .14	.0023 .0011 .0013	197 174 149

To facilitate use of the figures in this volume, the editors have included two indexes: One in the front of the book on page 489 and the other in the back of the book on page 604. There you will find references to all county and city figures by states.

1937

IS JUST AROUND THE CORNER.



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1936 CONVENTION

ADVERTISING FEDERATION OF AMERICA

JUNE 28TH THRU JULY 2ND

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Well conceived calendars that combine beauty of design and practical usefulness, possess many advertising advantages:

Valuable and unbuyable display space in homes and offices . . . assured display of your name and message for 365 days of the year . . . no space charge — wall space for calendars comes free . . . ready acceptance — the demand for good calendars for exceeds the supply.

Calendars are good will builders, on the job every hour of every day.

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NEW YORK . PHILADELPHIA . ROCHESTER CHICAGO . DETROIT . CLEVELAND

APRIL 10, 1936

[531]

#### F L O R I D A—(Continued)

			PULATIO			BANK DE- POSITS	RENT OWNER		FAC- TORY WAGE	COME TAX	STANDAI 1935		NEW	CAR SAL	ES	SPENDA	BLE N	MONEY 935	INCO	ME
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur- ban	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Aver- age Annual 1933	Returns per 1000 pop. 1933	Tele- phones (per 1000	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap- ita	ban Fam ily Me- dlar
Clay	6.8	.47	.0056		1.7	.3	11.48	45 18	232 475	8.8 13.5	9 17	128 149	113 61	75 45	150 135	1,347 831	.22	.0021	196 288	
Columbia48 Dade	14.6 142.9 7.7 6.4 155.5	.53	.0063	87.7 52.7	3.4 40.1 2.0 1.6 38.9	1.1 38.0 .8 .1 77.8	23.77 11.57 22.66	40 34 48 16 38	252 1,095 449 744	8.4 37.5 14.2 2.6 36.6	17 77 44 2 73	103 366 167 83 193	198 5,562 92 62 4,036	201 4,034 158 74 3,562	98 138 58 84 113	3,438 109,682 3,022 1,160 95,782	.50	.0018	390 181	
scambia	53.6 2.5 6.3 29.9 4.1	.17	.0020	50.1	12.9 .6 1.6 6.0	7.8 .7 2.0 .1	13.15	39 37 36 34 43	658 296 363 412	23.4 7.2 .50 5.1 2.6	47 7 6 18	141 157 98 77 94	1,257 50 99 373 42	884 52 55 303 42	180 123	25,700 897 1,215 6,883 634	.15 .20 1.11	.0014 .0019 .0106	480 364 193 224 153	
Siades108 Suif48 Hamilton48 Hardee108 Hendry108	2.8 3.2 9.4 10.3 3.4	.19 .22 .64	.0022 .0026 .0077	24.8	.6 .7 2.1 2.5	.1 .1 .6 .2	10.07	37 25 34 50 24	289 275 1,095	7.6 3.4 3.0 6.9 16.6	4 1 2 10 16	124 68 62 156 260	40 31 80 142 140	29 32 82 164 161	98 87	514 635 1,830 2,234 931	.30	.0010 .0029 .0035	188 200 194 216 266	
Hernando 108 Highlands 108 Hillsborough . 108 Holmes Indian River 48	12.9	10.46 .88	.0075 .1251 .0105	68.1 70.3	1.2 2.5 38.5 2.6 1.8	.5 .6 29.8 .1	18.74	52 35 41 43 41	385 864 165	9.0 13.0 21.1 1.2 14.2	30 88 90 4 14	175 199 183 46 195	79 209 2,709 85 145	68 194 2,398 83 117	108 113 102	76,880 1,930 1,610	.37 12.75	.0035 .1220 .0031	148	1,
Jackson	31.9 13.4 4.3 23.1 14.9	.91 .30 1.58	.0109		6.9 3.2 1.0 6.4 3.9	1.4 .6 3.1 1.0	12.53 13.42	41 34 36 51 39	251 254 252 471 453	3.1 3.3 .6 19.0 16.6	8 1 35 64	66 62 63 227 199	407 116 53 563 330	348 115 25 510 312	101 212 110	6,090 1,974 618 6,389 4,142	.33 .10	.0031 .0010 .0101	276	2
Leon	23.4 12.4 4.0 15.6	.85 .18	.0102		5.6 2.9 .9 3.5 5.9	4.4 .1 .5 2.1		38 39 38 31 41	366 346 213 262 409	13.4 3.5 .9 2.8 13.6	65 2 9 68	155 81 69 68 181	677 111 47 192 383		91 90 118	3,081	2 .07	.0028 7 .0007 1 .0049	100	8
Marion	5.1 13.6	.38	.004	94.1	7.4 1.4 3.4 2.2 2.2	3.4 .2 1.4 .8	10.76 12.59	52 36 36 50 47	338 833 596 211	12.7 15.0 12.8 7.8 3.7	25 21 29 11 4	144 186 87 94 83	706 98 129 99	119 81	1 136 1 108 1 122	1,29 3,46 1,82	.2 5 .5 1 .3	0020 0 .0055	25	4
Okeechobee	49.7 10.6 51.8	3.39	.040 .008 .042	5 62.3 7 29.5 2 62.8	3.1	7.9 .5 9.2	17.29 22.63	36 48 45 37 55	282 595 288 1,086 446	6.0 30.6 6.6 28.7 9.4	28 66 12 65 16	90 282 153 268 179	1,486 135 1,562	1,099 110 1,290	9 135 8 114 0 121	15,76 2,65 26,67	2 2.6 7 .4 1 4.4	2 .0250 4 .0042 2 .0423	31 2 24 3 51	71,
Pinellas 108 Polk 108 Putnam 48 St. Johns 48 St. Lucie 62	72.1 18.1 18.1	3 4.93 0 1.2 6 1.2	2 .058 3 .014 7 .015	6 82.7 9 51.7 7 35.9 2 64.8 7 68.0	4.9	10.5 7.9 1.4 1.8	19.93 11.88 10.18 14.52 14.70	49 39 53 43 39	800 477 308 593 705	39.9 17.4 12.6 32.0 25.0	155 65 24 62 42	332 217 129 161 272	1,857 1,668 251 340 341	1,35 23 27	6 123 8 105 2 125	28,88 4,59 8,99	0 4.7 8 .7 8 1.4	9 .0459 6 .0073 9 .014	3 37 3 25 3 48	
Santa Rosa	14. 12. 18. 10.	4 .8 7 1.2 8 .7	8 .011 4 .010 8 .015 3 .008	5 1 67.5 3 53.9	3.0 3.2 5.0 2.5	1.6 1.8	14.57 12.01	. 43 37 43 49 45	1,003 595 481 213	3.4 22.9 20.9 5.1 3.7	8 116 42 4 9	74 239 188 93 87	125 395 385 100 170	12 27 29 29 11	5 103 8 144 7 131 1 95	2,61 4,19 5,84 2,25	6 .4 7 .7 0 .9 4 .3	3 .004 0 .006 7 .009 7 .003	2 18 7 33 3 31 6 21	6 1
Taylor	13. 7. 42. 5.	4 .5 7 2.9 4 .3	1 .006 1 .034 7 .004	8 60.7	1.3 12.4 1.2	.1 5.0	15.50	. 21 . 35 . 49 . 51 . 45	409 205 716 219 279	6.3 1.2 29.9 .7 4.3	15 3 51	87 54 234 57 55	170 4 1,07 2 11	9 3 1 79 3 2	9 125 9 134 5 95	2,89 87 4 21,16 2 58	2 .4 4 .1 2 3.5 7 .1	8 .004 4 .001 61 .033 10 .000	4 11 6 49 9 10	8 .
Washington					2.6	1		. 44	339	2.4	6	62	ii .	1	110					66 .
STATE TOTAL	1,468.	2 100	1.195	58 51.7	376.4	243.8	14.56	41	545	20.7	54	192	32,47	6 26,71	7 12	602,98	100	.957	3 40	)4

# South Atlantic States—City Data

#### DELAWARE

CITY	COUNTY		POPULA	TION		Bank Debits Ratio 1935 to	Telephones, Major Cities,	City Revenue Receipts, 1934, Major	Postal Receipts, Ratio	Income Tax Returns, 1933, per	Spendable Money In- come, 1935
		Zone	Municipal	% County	% State	1934	1935	Citles, per capita	Dec. 1935 to Dec. 1934	1000 people	per capita
Wilmington	New Castle	243,610	106,597	66.20	44.72	129	23,875	42.81	117.5	71	710
			1	M A R	YL	A N D					
Annapolis	Anne Arundel Baltimore Allegany Frederick Washington	35,000 1,007,000 94,929 80,000 130,000 86,000	12,531 804,874 37,747 14,434 30,861 10,997	22.71 86.58 47.72 26.52 46.83 35.20	.77 48.70 2.31 .88 1.89 .67	114 115	127,884	65.18	106.8 124.0	75 49 43 41 37 40	625 650 589 485 570 550

# Better Than Average Coverage

In Jacksonville proper, the Florida Times-Union (Daily and Sunday) covers more than 85 per cent of all literate families. In Jacksonville's broad and prosperous retail trading territory, the Times-Union. covers 64 per cent of ALL families. Such intensity of coverage is far above the national average.

## In A Better Than Average Market

Jacksonville's per capita spendable income of \$679 is 32.3 per cent above the national average of \$513. Hook this extra spending margin to the Times-Union's dominant coverage and it is easy to see why all campaigns intended to sell major markets must include Jacksonville . . . and why any campaign intended to be effective in Jacksonville must appear in the Florida Times-Union.

#### **Average Net Paid Circulation**

(By A. B. C. Standards)

(Oct. 1, 1935 to March 15, 1936)

Above 65,000 Daily Above 70,000 Sunday

# The Florida Times-Union



LARGEST CIRCULATION IN JACKSONVILLE Daily FLORIDA'S LARGEST NEWSPAPER Sunday

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Philadelphia

Chicago

Detroit

San Francisco

Seattle

Los Angeles

GARNER & GRANT, Atlanta, Georgia

MEMBER AUDIT BUREAU OF CIRCULATIONS

#### DISTRICT OF COLUMBIA

CITY	COUNTY		POPULA	TION		Bank Debits Ratio 1935 to	Telephones, Major Cities,	City Revenue Receipts, 1934, Major	Receipts, Ratio	Income Tax Returns, 1933, per	Money In come, 193
		Zone	Municipal	% County	% State	1934	1935	Cities, per capita	Dec. 1935 to Dec. 1934	1000 people	per capit
Washington		722,167	486,869			122	189,017	91.53	116.9	145	960
	×			VIR	GIN	NIA					
Alexandria Charlottesville Danville	Arlington	32,569 137,000 160,000	24,149 15,245 22,247	46.67 36.10 26.60	1.00 .63 .92	101		0000		68 49 38	412 417 275
Hopewell	Prince George	160,000	11,327 40,661	52.50 64.00	1.68	106			****	26 41	235 357
Newport News Norfolk Petersburg Portsmouth Richmond	Warwick	99,759 339,660 100,000 150,000 313,298	34,417 129,710 28,564 45,704 182,929	79.59 60.80 60.65 21.42 85.80	1.42 5.36 1.18 1.89 7.56	109 106 111 110	29,938	66.14 53.90	106.3	38 45 31 38 59	847 524 250 515 820
Roanoke	Roanoke	253,598 86,370 175,000 40,000	69,206 11,990 10,271 10,855	66.23 23.90 31.31 45.20	2.86 .49 .42 .45	108		0 0 0 0 0 0 0 0 0 0	0 0 0 4 0 0 0 0 0 0 0 0	46 44 38 36	660 289 242 275
			WE	ST	VIR	GIN	I A				1
Bluefield	Mercer Kanawha Harrison Marion	460,545 166,535 82,177	19,339 60,408 28,866 23,159	31.53 38.31 36.75 34.74	1.12 3.49 1.67 1.34	103	5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5		107.3	55 62 46 47	390 475 428 430
Hunting ton  Martinsburg  Morganto wn  Moundsvif e	Berkeley	175,000 52,216 76,395 60,000	75,572 14,857 16,186 14,411	53.00 32.32 36.19	.86 .93 .83	115				32 24 33 14	315 392 240
Parker sburg	Wood. Ohio	121,495 170,000	29,623 61,659	52.42 85.55	1.71 3.57	115		0000	111.8	48 58	450 490
		. 1	N O R	ТН	CAF	ROL	INA				
Asheville Charlotte Concord Durham Elizabeth City	Buncombe	378,556 828,342 50,000 249,736 93,430	50,193 82,675 11,820 52,037 10,037	51.25 64.61 26.67 77.44 52.42	1.58 2.61 .37 1.64 .32	109 119 98			102.6	35 52 33 35 • 25	627 725 394 602 530
Fayetteville	CumberlandGaston	150,000 60,000 82,000 380,360 75,000	13,049 17,093 14,985 53,569 36,745	28.87 21.90 28.26 40.28 27.63	.41 .54 .47 1.69 1.16	117	*******	0000		29 26 20 40 22	390 350 362 615 610
Kinsten New Bern Raleigh Rocky Mount Salisbury	Lenoir	50,000 82,000 343,770 225,000 170,000	11,362 11,981 37,379 21,412 16,951	31.80 39.10 39.44 29.99	.36 .37 1.18 .68 .53	105	**************************************	****	****	24 22 50 28 34	462 385 546 563 486
Shelby	Cleveland	100,000 150,000 150,000	10,789 10,490 10,090 32,270 12,613	20.80 22.47 21.10 75.04 28.09	.34 .33 .32 1.02 .40	112		0000		19 23 16 43 37	305 288 320 713
Winston-Salem	Foreyth	200,000	75,274	87.40	2.38	124				31	575
	ī		S O U	ТН	CAF	ROLI	I N A			-	
Anderson Charleston Columbia Florence Greenville	Anderson. Charleston. Richland. Florence. Greenville.	150,000 285,000 442,894 200,000 300,000	14,383 62,265 51,581 14,774 29,154	17.77 61.62 58.86 24.20 24.92	.83 3.58 2.97 .85 1.68	119 132 116		0000	101.1	27 37 42 33 51	351 483 495 345 545
Greenwood	Greenwood	70,000 50,000 293,477 123,760	11,020 11,322 28,723 11,780	30.54 21.20 24.69 25.66	.63 .65 1.65 .68			0 0 0 0		19 20 31 26	368 311 275 294
				G E	ORG	IA					
AlbanyAthensAtlanta	Dougharty	280,000 189,408 1,340,889 387,207 65,000	14,507 18,192 270,385 60,342 14,022	65.04 71.03 82.67 72.29	.50 .63 9.30 2.08	98 111 101 116	63,268	34.84	105.7	32 24 50 28 18	543 590 832 675 435
Columbus Decatur Griffin La Grange	Muscogee De Kalb Spalding Trous	250,786 165,000 75,000	43,131 13,276 10,321 20,131	74.94 18.89 43.93 54.77	1.48 .46 .36	119				31 50 22 15	591 618 415 492

# Washington

America's
"Number One"
Market

#### **Population**

Greatest since World War, and growing—in a market approximating 750,000 within the 25-mile trading area.

#### New Car Sales

38,540 new cars sold in 1935—an increase of 60% over 1934—when an increase of 29% over 1933 was made.

#### Living Standards

Washington citizens pay more income tax than many entire states—use more telephones, drive more automobiles, than any city in the world in proportion to population.

#### Spendable Money Income

City per capita, \$960, second—family median, \$2,200, third—highest among all cities. Average family spends in retail sales \$2,177, highest among all cities.

WASHINGTON, most productive market in America, must be measured by its own yardstick of tremendous sales potentials. Compact, it is easily serviced for every product. Independent, it is not tributary to any other market.

Vital, it is the only major market where advertising lineage, sensitive index of sales activity, is ahead of the 1928 peak. Spending power increasing because of expanded Federal Government activities, which provide a monthly payroll in Washington of over \$15,750,000.

#### THIS IS THE REAL WASHINGTON, D. C., MARKET

(The District, and counties in Virginia and Maryland, in 25-mile radius)

		POPULA (in thous			BANK DE- POSITS	REN ANI OWNER	)	COME TAX	LIVI STANI 193	DARDS	NEW SALI		SPEND	ABLE MO 1935	NEY IN	COME
COUNTIES	Total 1930	% of U. S. A.	Wrban	Fam- ilies	In millions of \$	Median Rentals	0% Own- ers	Returns per 1000 pop. 1933	Tele- phones	Pass. Car Reg.	1935	Ratio 1935 to 1934	Total in thousands	% of U. S. A.	Per capita	Urbar Family Media
					1935	1930	1930	1933	(per 100	00 pop.)			of \$			
WASHINGTON, D. C.	486.9	.3966	100	125.6	267.2	44.28	37	144.6	206	325	29,009	157	467,377	.7420	960	2.220
MARYLAND Charles	16.2	.0131		3.3	1.3	11.16	53	11.8	17	155	293	104	4,213	.0067	261	
Montgomery	49.2	.0401	11.0	11.8	11.2	25.03	67	93.6	198	292	2,806	201	24,026	.0381	488	
Prince George	60.1	.0489	19.3	13.6	8.4	25.08	64	40.2	88	211	2,091	179	24,366	.0387	405	
VIRGINIA Arlington	50.8	.0414	47.5	12.3	10.0	31.06	60	59.6	148	173	2,634	177	18,188	.0289	358	1,302
Fairfax	25.2	.0206		5.6	1.6	13.82	69	18.2	66	182	666	155	6,649	.0106	263	
Loudoun	19.8	.0162	:	4.6	5.8		56	11.4	62	175	482	142	4,862	.0077	245	
Prince William	13.9	.0114		2.9	1.7	12.16	58	16.1	39	208	559	133	2,354	.0037	169	
TOTAL	722.1	. 5899		179.7	307.2						38,540	160	552,035	.8764	763	

THE WASHINGTON STAR, Evening and Sunday, led all America in advertising lineage in 1935, for the fourth consecutive year—proving the power of newspaper

advertising in this responsive market. National advertisers and local merchants alike choose THE STAR to adequately cover Washington.

Member

Major Market News

Metropolitan Sunda; Newspapers. The Evening Star

New York Office DAN A. CARROLI 110 E. 42nd St.

J. E. LUTZ Lake Michigan Bldg.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

For a detailed explanation of the sources of all data appearing in this study, please see page 491 and following in the front of the book. Indexes on pages 489 and 604.

#### GEORGIA—(Continued)

CITY	COUNTY		POPULAT	TION		Bank Debits Ratio 1935 to	Telephones, Major Cities, 1935	City Revenue Receipts, 1934, Major	Postal Receipts, Ratio	Income Tax Returns, 1933, per	Spendable Money In- come, 1935,
		Zone	Municipal	% County	% State	1934	1935	Cities, per capita	Dec. 1935 to Dec. 1934	1000 people	per capita
Rome	Floyd. Chatham. Thomas. Lowndes. Ware.	88,000 371,576 12,000 80,000 125,000	21,843 85,024 11,733 13,482 15,510	44.89 80.85 35.98 44.96 58.40	.75 2.93 .40 .47 .53	107		0000	105.4	24 36 19 22 19	557 625 307 362 445

#### FLORIDA

CITY	COUNTY		POPULA	TION		Bank Debits Ratio 1935 to	Major Cities,	Receipts, 1934, Major	Receipts, Ratio	Income Tax Returns 1933, per	Spendable Money in- come, 1935
		Zone	Municipal	% County	% State	1934	1935	Cities, per capita	Dec. 1935 to Dec. 1934	1000 people	per capita
Daytona Beach	Volusia	44,465 53,611 313,248 12,320 60,814	16,598 10,465 129,549 12,831 18,554	38.83 30.45 83.31 94.20 25.66	1.13 .71 8.82 .87 1.26	113	22,234	51.99	117.7	49 25 44 13 24	570 388 679 294 428
Miami Orlando Pensacola St, Augustine St, Petersburg	Dade	163,970 111,049 101,707 30,000 62,149	110,637 27,330 31,579 12,111 40,425	77.39 54.95 58.93 64.86 65.05	7.54 1.86 2.15 .83 2.75	140	30,693	57.68	108.9	37 42 39 45 48	840 664 554 545 653
Sanford Tallahassee Tampa West Palm Beach	Seminole Leon Hillsborough Palm Beach	18,000 100,000 335,000 56,892	10,100 10,700 101,161 26,610	53.90 45.57 65.90 51.39	.69 .73 6.89 1.81	108	18,676	42.77	107.5	33 29 30 32	361 271 586 593



# "(1) hat does the Monitor say?"

That question is asked daily by hundreds of thousands of thinking people . . . many in high places of government and industry . . . watching world events . . . Geneva, Ethiopia, Asia. . . .

They read The Christian Science Monitor because they know that in its columns news is not only recorded but explored and illuminated.

The confidence of its readers is of vital importance to the Monitor's advertisers . . . and there are other advantages we'd like to show you. . . . Is your latchstring out?

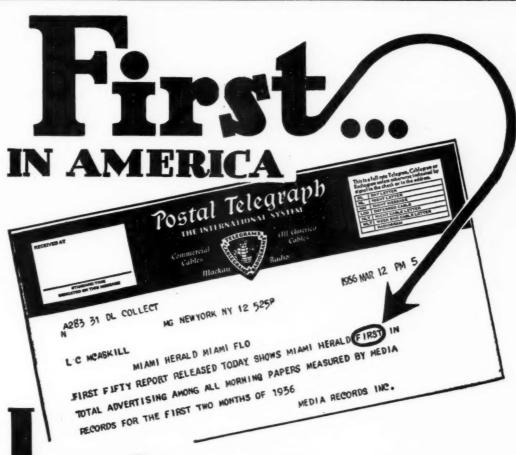
## THE CHRISTIAN SCIENCE MONITOR

Published by The Christian Science Publishing Society Boston, Massachusetts

New York Office—500 Fifth Avenue

Other Branch Offices: Chicago, Detroit, St. Louis,
Kansas City, San Francisco, Los Angeles, Seattle, Miami,
London, Paris, Geneva.

#### A DAILY NEWSPAPER FOR ALL THE FAMILY



Leaders ...
IN THE 13 Southern States
DURING FEBRUARY, 1936

<b>COMPARISONS</b>			•	LINES
MIAMI, FLORIDA New Orleans, La. Dallas, Tex. Memphis, Tenn. Louisville, Ky. Richmond, Va. Atlanta, Ga. Okla. City, Okla. Little Rock, Ark. Charlotte, N. C. Birmingham, Ala. Greenville, S. C.	(HERALD) (Times-Picayune) (Times-Herald) (Commercial-Appeal) (Courier-Journal) (News-Leader) (Journal) (Oklahoman) (Gazette) (Observer) (News) (News)	Morning and Sunday Morning and Sunday Evening and Sunday Morning and Sunday Evening Only Evening and Sunday Morning and Sunday	(First in Fla.) (First in La.) (First in Tex.) (First in Tenn.) (First in Ky.) (First in Wa.) (First in Okla.) (First in Ark.) (First in N. C.) (First in Ala.) (First in S. C.)	1,280,318* 1,050,250* 957,808* 833,400* 823,574* 736,171* 693,212* 627,704* 582,097 521,094 509,428* 347,937
Jackson, Miss	(Clarion-Ledger)	Morning and Sunday *Media Recor	(First in Miss.) ds Figures. Others Furnished	330,806 by Publishers.

MEMBER AUDIT BUREAU OF CIRCULATIONS—SUBSCRIBER, MEDIA RECORDS, Inc.

# The Miami Herald

FLORIDA'S MOST IMPORTANT NEWSPAPER
FRANK B. SHUTTS, Publisher

National Representatives
J. P. McKINNEY & SON
New York San Francisco Chicago

Southern Representatives GEO. M. KOHN, INC. Atlanta, Georgia

## East North Central States—County Data

OHIO

			PULATIO			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	STANDA 1935	RDS	NEW	CAR SAI	LES	SPENDA		MONEY 1935	INCO	ME
COUNTIES	Total 1930	% of	% of	% Ur-	Fam- ilies	In millions of \$	Median Rentals	% Own- ers	Aver- age Annual	Returns per 1000	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to	Total in thousands	% of State	% of U.S.A.	Per cap- ita	Ur- ban Fam ily Me-
		State	U.S.A.	ban		1935	1930	1930	1933	1933	(per 1000	pop.)			1934	of \$			rta.	diar
Adams19 Allen	20.3 69.4 26.8 68.3 44.1	.31 1.04 .40 1.03 .67	.0557		5.3 18.1 7.6 17.9 10.7	2.2 8.1 7.7 10.0 4.8	10.12 22.41 23.74 22.37 10.00	63 53 64 68 58	636 725 724 874 865	2.1 23.8 16.4 20.2 8.3	39 128 165 100 86	201 256 308 243 202	255 1,777 1,066 1,627 971	181 1,301 663 1,210 779	141 137 161 134 125	4,354 35,502 13,748 35,283 11,778	1.06	.0069 .0564 .0218 .0560 .0187	512	1,03 1,09 1,02
Auglaize	28.0 94.7 20.1 114.0 16.0	1.42 .30 1.72	.0771	74.3	7.5 22.7 5.6 28.3 4.2	5.8 12.8 3.3 21.5 1.1	14.90 16.64 10.67 25.81 14.81	65 54 67 53 71	653 880 521 960 620	12.3 11.4 5.8 25.6 3.2	109 45 97 86 48	251 150 222 222 152	597 1,522 292 2,981 310	370 1,281 184 1,628 182	161 119 159 183 170	12,102 28,494 5,063 60,414 3,396	.85 .15 1.81	.0192 .0452 .0080 .0954 .0054	432 301 251 530 211	1,18
Champaign 103 Clark 103 Clermont 19 Clinton 19 Columbiana 20	24.1 90.9 29.7 21.5 86.4	.45	.0740 .0243	32.1 75.5 24.7 58.4	6.8 23.6 8.3 6.2 22.3	3.6 16.8 3.5 4.2 16.2	14.72 24.76 13.89 13.96 21.09	59 56 67 58 63	812 875 488 692 844	11.0 21.7 12.9 13.5 17.6	103 75 114 87 85	266 237 250 304 219	742 2,790 573 688 2,154	505 1,682 376 378 1,576	147 166 152 182 137	10,516 44,870 9,305 6,874 39,023	1.35 .28 .21	.0712 .0148 .0109	436 493 312 319 451	1,13
Coshocton 22 Crawford 20 Cuyahoga 20 Darke 25 Defiance 110	28.9 35.3 1,201.4 38.0 22.7	.53 18.08	.0280	37.6 62.6 97.0 21.9 38.8	7.8 9.6 299.9 10.3 6.1	6.4 6.8 638.7 5.6 2.9	16.92 23.47 38.97 15.00 13.64	68 63 42 58 66	659 958 962 683 650	11.6 25.0 46.3 10.3 12.2	64 108 97 72 114	225 253 221 260 274	649 1,007 34,725 804 645	410 590 26,657 448 374	158 171 130 179 172	11,624 16,062 791,205 12,882 7,642	.48 23.73 .39	.0255 1.2561 .0205		1,07

# That "Top Bracket" Sales Hurdle!

Everywhere, on every hand, one hears that top bracket industrial executives must be contacted in connection with the sale of industrial products.

Manufacturers of small tools selling for \$5 say they now find it necessary to do this. Manufacturers of capital equipment selling for thousands of dollars have always had to do it.

But, salesmen frequently find it difficult to reach those higher executives. The printed word in the right advertising medium will reach them!

In the metal-working industry The Iron Age is the publication read by top executives. With over 60,000 readers, most of whom are executives of high position, The Iron Age jumps the top bracket hurdle.

If you sell to the metal-working industry ask your advertising manager about The Iron Age. You are invited to send for a new booklet containing the facts about The Iron Age circulation and the field covered.

A Chilton ( Publication

THE IRON AGE



# So You'd Like to Know Something About Cleveland?

THE Cleveland Press maintains an extensive research department engaged in continuous investigations of practically every consumer and dealer buying condition of interest to national advertisers. We want you to feel free at all times to call upon us for this information. All of our investigations conform to the requirements and specifications of the A.A.A.A. Committee on Research and you have the assurance of accuracy and reliability in your work with these studies.



#### P.T.A. SURVEY OF DRUG AND COSMETIC PRODUCTS

Conducted by the Parent-Teacher Association, it shows the Cleveland sales position of approximately 15,000 drug, drug sundry, shaving, first-aid, cosmetic, and dentifrice products. It tells where these products were purchased, and why. It discloses the importance of the physician in the purchase of each proprietary medicine, and the proportion of each used in the medication of 30 common ailments by (1) adults, (2) school children, (3) infants.

#### CLEVELAND PRESS RESEARCH PROJECTS

Analysis of Ohio Liquor Sales: This study reports the sale by brand, by type, by week, by month, by year, by county the entire State of Ohio. the first complete analysis of liquor consumption available to dealers and agencies seeking an answer to the national marketing problem. . . Here are other recent studies: Seasonal Fluctuation of Liquor Purchases . . . Automobile Batteries . . . Automobile Accessories . . . The Anti-Freeze Market . . . Beer Consumption . . . Electrical Consumption . . . Electrical Appliances . . . Route List of Liquor Dealers . . . Analysis of Gasoline Consumption . . . The Smoking Habit Weekly Report of Ohio Liquor Sales . . . Chocolate Health Drinks . . . Grocery Distribution Channels . . . Locks-Hardware . . . Shortening Hardware . . . Shortening
Products . . . Radiator Cleansers . . . Dog Foods . . . Five Cent Cigars . . . Ten Cent Cent Cigars . . . Ten Cent Cigars . . . Mustard . . . The Retail Drug System . . . Deal-er-Factory Relations in the Tire Industry.



P.T.A. SURVEY
OF
KITCHEN PRODUCTS

The Third Grocery Survey, conducted by the Parent-Teacher Association, shows sales progress over a three-year period for each of approximately 11,000 products in the following classifications: Baking Products, Beverages, Condiments, Dairy Products, Meat and Fish, Soaps and Cleansers, Canned Vegetables and Fruits, Cereals, Canned Soups, and all other items usually sold in grocery stores. Food manufacturers and agency executives call it "the best investigation of consumer grocery buying habit ever conducted."

# The Cleveland Press

A SCRIPPS, HOWARD NEWSPAPER

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVENUE, N. Y. C.



MEMBERS OF THE AUDIT BUREAU OF CIRCULATIONS . . . OF THE UNITED PRESS and of MEDIA RECORDS, INC.

CHICAGO SAN FRANCISCO LOS ANGELES DALLAS DETROIT PHILADELPHIA BUFFALO ATLANTA

O H I O—(Continued)

elaware	26.0 42.1 44.0 20.7	% off state	.0212 .0343 .0358 .0169 .2941 .0191 .0188 .0126 .0263 .0338 .4800 .0329 .0155 .0183	58.4 42.5 40.6 85.9 12.3 30.8	7.1 11.2 11.3 5.7 93.3 6.3 5.4 4.0 8.7 10.7	3.9 11.3 8.5 2.4 141.3 5.0 2.5 2.6 3.6 6.8	Median Rentals 1930 16.50 25.06 19.13 14.81 33.62 17.03 11.38 18.88 18.70	% Own- ers 1930 64 63 63 63 51 47 66 68	Average Annual 1933 748 772 847 590 948	Returns per 1000 pop. 1933 10.0 28.4 14.6 11.1 35.6	Tele- phones (per 1000 101 110 107 83	245 229 258	1935 523 1,060 1,060	1934 359 748	Ratio 1935 to 1934	Total in thousands of \$	.26		cap- ita	Ur- ban Fam ily Me- diar
rie . 20  airfield . 22  ayette . 22  aranklin . 22  uiton . 110  aillia . 22  deauga . 20  reene . 25  tamilton . 19  Hancock . 110  tarlion . 20  tarribon . 20  tenry . 110  dighland . 19  tlighland . 19  tlocking . 22  tolomes . 20  uron . 20  ackson . 22  efferson . 79  cnox . 22  ake . 20  awrence . 45  leking . 22  dema . 22	42.1 44.0 20.7 361.0 23.4 23.0 15.4 33.2 41.4 427.6 18.8 22.5 25.4 20.4 7.33.7 25.4 20.4 41.6 88.3 41.6	.63 .67 .31 5.43 .36 .35 .23 .50 .62 8.87 .61 .42 .28 .34	.0343 .0358 .0169 .2941 .0191 .0188 .0126 .0263 .0338 .4800 .0329 .0153 .0183	58.4 42.5 40.6 85.9 12.3 30.8  31.5 45.2 89.9 53.2 25.5 13.7	11.2 11.3 5.7 93.3 6.3 5.4 4.0 8.7 10.7	11.3 8.5 2.4 141.3 5.0 2.5 2.6 3.61 6.8	25.06 19.13 14.81 33.62 17.03 11.38 18.88	63 63 51 47 66 68	772 847 590 948	28.4 14.6 11.1	110 107	229 258	1,060	748	142	23,327	.70	.0370	554	75
uiton	23.0 15.4 33.2 41.4 589.3 40.4 27.6 18.8 22.5 25.4 20.4 16.7 33.7 25.0 88.3 29.3 41.6 44.5	.35 .23 .50 .62 8.87 .61 .42 .28 .34 .31 .25	.0188 .0126 .0263 .0338 .4800 .0329 .0225 .0153 .0183	30.8 31.5 45.2 89.9 53.2 25.5 13.7	5.4 4.0 8.7 10.7	2.5 2.6 3.6 6.8	11.38 18.88	68		0010	118	227 249	533	715 342 8,600	148 156 137	13,327 6,835 200,233	.40 .20 6.01	.0109	303 329 554	8
lardin	40.4 27.6 18.8 22.5 25.4 20.4 16.7 25.0 88.3 29.3 41.6 44.5	.61 .42 .28 .34 .38 .31 .25	.0329 .0225 .0153 .0183	53.2 25.5 13.7	11.2		14.58	68 55 66	777 844 783 650	8.9 4.2 9.1 16.0 8.7	133 53 110 70 88	310 177 263 250 197	783 464 375 1,342 823	472 330 246 763 585	166 141 152 176 141	9,555 6,197 4,960 11,075 11,979	.33	.0152 .0098 .0079 .0176 .0190	407 269 322 333 289	
locking 22 lolmes 20 luron 20 luron 20 ackson 22 lefferson 79 rnox 22 ake 20 awrence 45 leking 22 .oganorain 20 lucas 110 Madison 22 Mahoning 121 Marion 22 Medina 20 Meigs 22 Meigs 22 Meigs 22 Meigs 22	20.4 16.7 33.7 25.0 88.3 29.3 41.6 44.5	.31 .25 .51	.0166	1	4.9 5.8	316.4 8.0 4.2 2.9 3.1	27.20 21.76 14.23 13.37 14.42	42 60 59 66 63	939 795 669 797 784	58.1 18.0 9.9 7.5 9.6	116 103 93 55 120	205 252 255 257 292	16,535 898 730 498 775	12,208 520 379 366 359	193 136	368,894 15,946 8,764 5,764 7,789	.48 .26	.0253 .0139 .0092	626 395 317 306 346	1,
\( \text{Loss} \) 22 \\ \text{Loss} \) 20 \\ \text{Loss} \) 22 \\ \text{Logan} \) 22 \\ \text{Logan} \) 20 \\ \text{Loss} \) 10 \\ \text{Malonn} \) 22 \\ \text{Malonning} \) 121 \\ \text{Marion} \) 22 \\ \text{Medina} \) 20 \\ \text{Medina} \) 22 \\ \text{Mercar} \)	29.3 41.6 44.5			31.1 29.7 47.2 44.8	7.3 5.0 4.1 9.3 6.3	4.1 1.3 2.0 10.2 4.7	12.96 12.28 13.76 21.85	63 59 70 67 69	653 590 829 940 759	11.1 4.6 4.5 25.0 6.8	91 57 60 155 47	253 188 180 308 178	611 349 251 1,177 429	347 288 195 654 378	121 129 180	8,192 5,474 5,072 15,311 6,345	.16 .15	.0087 .0081 .0243	322 268 303 454 253	1
Madison	30.0	1.33 .44 .63 .67 .90	.0239	53.7 9 31.9 9 48.3 3 37.3 8 51.0	10.2	5.4 1.1 2.3	26.58 19.03 28.50 14.12 20.46	48 64 65 58 63	1,162 808 1,087 706 897	22.7 12.7 30.9 7.9 18.3	74 134 96 53 119	188 277 314 138 251	2,049 897 1,489 584 1,513	1,795 447 1,236 515 968	201 120 113	40,480 10,189 22,949 11,525 26,163	.31 .69 .35	.0162 .0364 .0183		1
Medina20 Meigs22 Mercer	28.9 109.2 347.7 20.2 226.1	.43 1.64 5.23 .30 3.55	.088 .283 .016	8 32.9 9 70.7 2 84.9 5 20.4 3 85.6	5.0	86.8	37.80 13.91	63 62 53 48 55	1,107 812 985 726 869	14.0 20.2 36.0 5.6 21.7	126 109 81 89 68	282 214 247 260 175	2,518 12,199 629 5,039	511 1,749 8,578 348 3,702	144 142 181	10,612 62,140 187,538 6,547 120,068	1.86 5.63 7 .20	.0987 .2977 .0104	569 539 323	9 1
Miami25	45.4 29.6 23.9 25.0 51.3	.38	.024 .019 .020	0 68.4 2 33.7 5 29.5 4 18.5 8 53.1	7.8 6.3 6.0	7.6 2.7 6.2	10.24 15.38	57 70 68 66 58	874 831 965 567 832	14.7 17.4 7.1 8.0 17.8	111 108 90 74 100	240 295 175 261 257	1,053 955 433 564 1,476	758 623 369 258 967	153 117 219	7,982 8,627	9 .40 2 .24 7 .25	.0214 4 .0127 6 .0137	455 333 344	5 1
Monroe25 Montgomery25 Morgan22 Morrow22 Muskingum	18.4 273.4 13.5 14.4 67.3	.20	.011	7 77.8	3.7	42.2 1.9 1.4	32.28 10.36 13.54	74 52 70 67 62	993 990 607 946 775	2.7 34.0 5.7 2.9 17.8	73 93 115 56 91	184 247 193 226 234	234 7,923 262 257 1,925	5,194 213 140 1,250	152 123 183	151,079 3,169 3,92	9 4.53 6 .09 8 .13	3 .2398 9 .0050 2 .0062	552 233 271	213.
Neble	14.9 24.1 15.3 31.4 27.2	.38 .23 .46	.012	2 6 18.2 5  6 22.7 2 27.0	3.9	3.8 1.3 4.6	17.27	74 66 61 66 51	637 720 792 636	1.9 14.9 5.0 7.4 7.7	127 75 98 55 68	168 281 258 198 204	225 750 482 584 487	144 431 201 44 36	0 174 3 237 7 131	8,68 4,75 10,64	8 .20 8 .14 6 .3	6 .0138 4 .0076 2 .0169	360 311 335	0 .
Pike19 Portage20 Preble25 Putnam110 Richland20	13.8 42.6 22.4 25.0 65.9	.64 .34 .38	.018	8 38.4	6.3	6.9 4.1 2.9	26.64 14.22 11.33	62 68 59 68 60	557 846 575 955	2.7 16.8 7.4 6.6 24.2	56 79 100 132 156	160 269 270 267 271	1,286 518 658 1,938	31	4 151 7 187 7 207	8,63 6,55	2 .4 9 .2 8 .2	9 .0259 6 .0137 0 .0104	383 383 263	31
Ress	45.1 39.7 81.2 47.9 24.9	1.22 .72	.032	8 40.5 4 48.3 2 59.7 0 56.4 3 37.3	10.7 19.0 12.2	8.5 8.5 10.1	22.68 22.96 23.68		954 758 742 761 710	17.2 15.7 13.6 19.4 10.4	96 90 81 95 92	224 237 185 269 251	999 891 1,504 1,264 585	1,08	0 139 4 185	16,12 31,00 19,06 8,38	5 .4 2 .9 9 .5 5 .2	3 .0492 7 .0303	382 382 391	8 1
Stark	344.1 123.0	1.85	.280 .100 .058	6 72.8 3 86.8 12 60.8 15 54.7 16 18.8	84.3 28.7 17.7	43.2 14.1 14.2	35.19 30.50 18.29	59 66	959 1,069 904 747 753	22.6 27.3 16.1 10.6 4.5	80 73 76 66 75	236 239 210 225 232		8,86 1,94 1,13 22	4 117 7 135 0 150 7 194	197,24 50,44 28,38 6,25	1 .8	2 .3131 1 .0801 5 .0451 9 .0099	57. 410 410	
Van Wert110. Vinton22. Warren19 Washington Wayne20	26.2 10.2 27.3 42.4 47.0	.16	.008	4 42.2 34 28.2 16 33.6 33 38.1	2.8 7.1 11.3	3.0	15.57	70 56 67	711 753 803 917	11.2	88 26 59 93 104	227 152 250 224 284	906 1,600	11 36 65 98	4 86 8 165 7 138 2 163	7,99 16,35 16,95	4 .0 8 .2 6 .4 8 .5	.0029 4 .0127 9 .0260 1 .0269	9 17: 7 29: 0 38:	5
Williams110 Wood110 Wyandot110 STATE TOTAL	24.3 50.3 19.0	.75	.041	98 34.4 10 19.6 55 34.7	13.2	7.0	18.84	63 64	589 1,123 702	9.9	90 63 102	312 268 292 229	1,469 544	82	9 210	17,09	.5 .5 .2	.0271	34	10

<sup>\*</sup>Fostoria shown under Seneca County.

For the convenience of users of this volume, two indexes have been included: One in the front of the book, on page 489, the other in the back of the book on page 604. Complete explanation of the figures with instructions how to use them appears on page 491 and following pages.

# NEUS -HIO The perfect Test Market

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22

ALLEN HARDIN MARION MERCER ADAMS AUGLAIZE JAY LOGAN DELAWARE SHELBY WEST LIBERT CHAMPAIGN DARKE ED PHENA RANDOLPH MIAMI MECHANICSHE CLARKE CHTY SP MADISON WAYNE FRANKLIN 0 PICKAWAY GREENE FAYETTE UNION FRANKLIN BUTLER CLINTON WARREN ROSS CLERMONT HIGHLAND

Within the raised area shown on the map are nine counties. This is NEWS-HIO. Here are concentrated the circulations of The Dayton News and The Springfield News-Sun. The outer, oyster-shape is the primary area of WHIO, as set by NBC engineers for its present 1000 watts power. Soon WHIO will have 5000 watts power, and this area will be enlarged.

The NEWS-HIO plan of controlled circulation insures maximum coverage at minimum cost—actually lower than the cost of one medium in markets of comparative or larger size.

PUT NEWS-HIO ON YOUR SALES MAP

Located in western Ohio, blessed with industrial and agricultural diversification, NEWS-HIO is ideal for test purposes.

155,030 families live here; 85% of the population native white. In 1933, general merchandise store sales were \$19,139,000; food store sales, \$32,292,000; drug store sales, \$5,157,000; automotive sales, \$14,876,000; furniture, electrical appliances and radio sales, \$3,975,000.

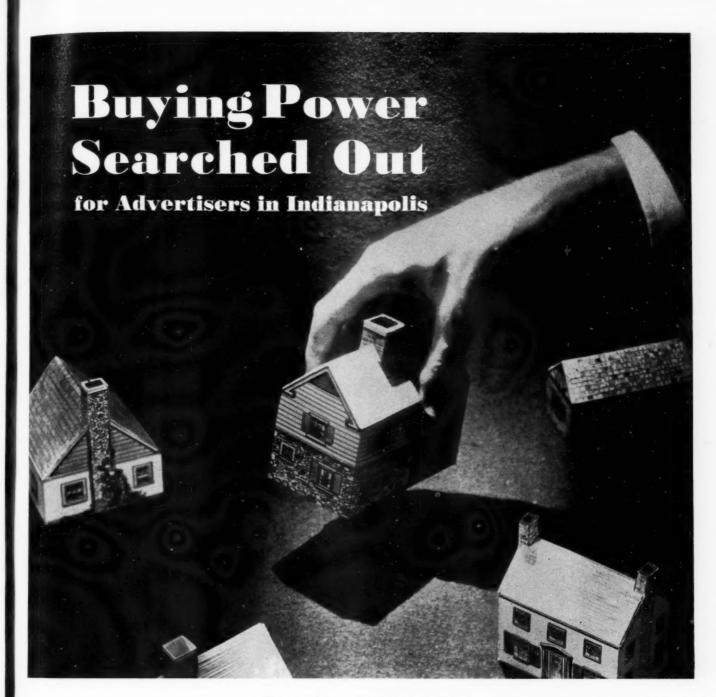
Two cities, Dayton and Springfield, are the doors to NEWS-HIO. Three mediums, The Dayton News, The Springfield News-Sun, and Radio Station WHIO, are the keys. There is no overlapping newspaper circulation. The Dayton News covers the western half of NEWS-HIO—The Springfield News-Sun, the eastern half. WHIO blankets the entire market. Singly, each medium is tops in its field.

TEST YOUR PRODUCTS—MERCHANDISING PLANS—ADVERTISING IN NEWS-HIO



#### INDIANA

COUNTIES			PULATI			BANK DE- POSITS	RENT	AND	FAC- TORY WAGE	COME TAX	STAND 193	ARDS	NEW	CAR SA	LES	SPENDA	BLE !	MONEY 1935	INCO	ME
·	Total 1930	% of State	% of U.S.A.	% Ur- ban	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Average Annual 1933	Returns per 1000 pop. 1933	Tele- phones (per 100	Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap- ita	Ur- han Fan ily Me
Adame37 Allen37 Bartholomew46 Benton	19.9 146.7 24.8 11.8 13.6	4.53 .77 .37	.1195 .0203 .0097	25.8 78.3 39.9 49.6	4.8 36.3 6.7 3.0 3.6	3.1 32.1 4.5 1.3 1.1	17.42 32.37 14.15 13.62 14.39	64 59 54 44 62	763 921 655 841 804	9.0 28.1 14.5 8.7 13.3	92 157 122 98 44	260 240 238 284 231	556 4,802 672 495 287	2,735	187 176 163 232 168	5,350 91,138 8,162 4,455 5,737	.38 6.43 .58 .31	.0085 .1447 .0130 .0071 .0091	268 621 328 374 421	1,48 75
Boone	22.2 5.1 15.0 34.5 30.7	.16 .47 1.07	.0042 .0123 .0281		6.2 1.3 4.3 9.2 7.9	2.4 .1 2.3 5.4 5.1	14.99 12.16 17.88 14.45	58 69 61 55 58	603 637 728 609	7.9 .7 3.9 13.3 11.7	150 15 160 101 76	240 119 251 244 171	516 56 508 967 638	231 24 247 560 377	223 233 206 173 169	7,159 815 4,533 16,262 7,599	.51 .06 .32 1.15	.0113 .0013 .0072 .0258 .0121	321 158 301 471 247	92
Clay	26.4 27.3 10.1 25.8 21.0	.31	.0216 .0223 .0083 .0210 .0172	35.1	7.0 7.6 2.5 6.3 5.5	3.9 4.0 .9 3.1 4.4	11.62 16.41 13.83 14.82	64 57 73 65 66	672 860 413 630 675	9.1 14.6 2.3 9.0 13.0	101 152 33 13 97	206 266 138 175 218	536 816 107 487 559	305 448 54 303 275	176 182 198 161 203	6,981 12,078 1,706 6,629 7,164	.49 .85 .12 .47	.0111 .0192 .0027 .0105	263 442 168 257 340	73
Decatur. 48 De Kalb 37 Delaware Dubois 34 Elkhart 98	17.3 24.9 67.2 20.5 68.8	.53 .78 2.08 .63 2.12	.0141 .0203 .0548 .0167 .0561	38.2 69.2 35.7	4.8 6.8 17.8 4.8 18.4	2.9 3.4 11.8 3.3 10.7	13.84 17.45 23.83 14.65 25.71	61 66 54 74 65	713 862 830 556 780	10.0 15.6 18.8 8.7 17.3	104 81 77 117 121	257 240 225 211 254	428 852 1,904 459 1,985	232 467 1,095 247 1,033	184 182 174 186 192	5,525 7,808 28,944 4,304 2,9744	.39 .55 2.04 .30 2.10	.0088 .0124 .0459 .0068 .0472	319 313 430 209 432	1,05
Fayette	19.2 34.6 17.9 14.4 15.0	.59 1.08 .55 .45 .47	.0157 .0282 .0146 .0118 .0122	74.5 20.5	5.0 9.1 5.0 3.6 4.2	3.1 4.9 1.7 2.0 2.2	25.78 18.08 11.35 10.91 13.43	50 57 59 65 63	544 570 686	19.0 20.8 7.8 6.3 8.5	122 94 96 64 140	243 193 238 169 295	531 917 431 205 612	336 503 250 91 248	158 182 172 225 246	7,159 13,596 5,035 3,708 5,564	.51 .98 .38 .26	.0114 .0216 .0080 .0059 .0088	372 392 280 256 370	1,12
Sibson     34       Grant     46       Greene     109       Hamilton     46       Hancock     46	29.2 51.0 31.4 23.4 16.6	.90 1.58 .97 .72 .51	.0238 .0416 .0256 .0191 .0135	54.0 27.3 20.5	7.6 13.6 8.3 6.7 4.8	4.2 7.9 3.3 2.4 2.3	14.34 16.42 10.59 13.58 13.94	59 56 66 61 63	994 785 604 722 634	8.8 14.8 5.9 9.3 9.5	127 86 63 110 136	208 227 185 269 290	771 1,385 554 657 518	399 737 308 307 293	193 188 180 214 177	8,630 26,130 8,142 6,611 5,368	.61 1.85 .57 .47	.0137 .0415 .0129 .0105	296 512 259 282	75 95
tarrison	17.2 19.7 35.2 46.6 29.0	.53 .60 1.09 1.44 .90	.0141 .0161 .0287 .0380 .0237	70.3	4.3 5.3 9.3 12.2 7.8	2.0 2.4 4.5 3.8 2.6	10.18 15.04 19.83 18.03 16.16	71 56 59 51 61	597 888 802 711	3.1 8.7 12.0 12.5 13.9	115 99 92 65 130	182 241 254 222 268	271 513 1,002 1,376 803	120 259 608 768 360	226 198 165 179 223	2,982 5,463 12,052 20,269	.21 .39 .85	.0085 .0047 .0087 .0191 .0322	173 277 342 434 1	
ackson	23.7 13.3 20.8 19.1 11.8	.73 .41 .64 .59 .37	.0193 .0109 .0170 .0156 .0095	20.9 36.9 34.0	6.1 3.3 5.7 4.9 3.0	3.9 2.0 3.9 3.6 1.4	11.80 14.91 12.25 11.32 11.70	64 51 62 65 66	567 918 707 579 673	11.5 8.8 9.1 7.7 5.6	80 85 101 84 59	222 254 269 187 196	565 358 623 318 222	337 200 360 184 147	168 179 173 173 151	7,086 4,378 5,830 6,357	.90 .50 .31 .41	.0203 .0112 .0069 .0093 .0101	299 327 280 331	66 72
ohnson	21.7 43.8 27.4 13.7 261.3	.67 1.35 .85 .42 8.07	.0177 2 .0357 5 .0224 2 .0112 .2128 5	51.9	5.9 11.0 7.7 3.6 59.6	2.3 5.2 3.2 1.1 23.9	16.02 13.35 14.85 11.30 34.52	59 54 64 64 44	524 641 679	11.2 12.2 10.1 4.7 24.2	78 79 122 121 53	267 197 282 234 200	668 1,081 817 361 7,715	351 708 461 222	190 153 177 163	2,531 6,994 18,065 8,897 3,646	.18 .49 1.28 .63 .26	.0040 .0111 .0287 .0141 .0058	322 - 412 324 - 265 -	81
a Porte18 awrence46 ladison46 larion46 larshall98		1.87 1.10 2.56 3.05 .77	.0493 7 .0290 4 .0675 6 .3443 8	16.1 36.2 37.0	14.6 8.8 21.4 113.0 6.6	14.4 3.9 9.0 205.9 3.0	26.51 16.48 22.41 27.77 18.03	58 64 57 44 64	712 911 880 910 601	19.2 9.9 16.9 48.7	99 41 71 102 107	199 154 239 237 261	1,427 404 2,586 15,418 723	923 276 1,552 10,504 501	174 155 146 167 147 144	30,945 9,932 40,699 263,341 1	9.36 2.19 .70 2.87 8.60	.0491 .0158 .0646 .4182	491 1 623 1	,31 85 ,03
lartin	10.1 29.0 35.9 26.9 19.4	.31 .90 1.11 .83 .60	.0082 .0236 4 .0294 5 .0220 3 .0158 2	0.6	2.4 7.8 9.0 7.6 5.3	.5 4.3 6.0 5.8 1.4	19.53 23.17 14.45 13.54	67 60 59 56 61	727 799 834 594	2.9 14.5 14.4 16.6 6.4	34 107 80 122 81	168 236 178 264 210	171 830 740 796 414	81 387 489 397 242	211 215 151 201 171	10,577 1,626 10,531 13,066 11,048	.75 .11 .74 .92 .78	.0168 .0026 .0167 .0207 .0175	363 1 409	86
ewton	9.8 22.4 3.7 17.4 11.3	.30 .69 .12 .54 .35			2.6 6.2 1.0 4.4 3.1	1.1 2.8 .8 1.7	13.16 15.95 12.46 13.06 11.23	51 66 67 64 66	551 593 498	8.4 11.3 2.1 6.7 4.7	134 80 148 35 86	293 261 207 165 203	299 765 84 288 233	155 387 37 167 165	193 182 227 172	6,108 3,913 9,198 874 4,159	.43 .28 .65 .06 .29	.0097 .0062 .0146 .0014 .0066	314 398 411 233 238	
rke	16.5 16.6 16.3 22.8 17.8	.51 .52 .50 .71 .55	.0135 .0135 .0133 .0186 .0145	5.9	4.5 4.0 4.3 6.0 4.7	3.1	27.50 10.15	59 68 63 62 54	646 504 564 895 531	4.8 7.0 4.7 17.9 6.2	124 51 57 109 103	196 147 163 264 208	362 292 327 794 353	195 148 191 419	141 186 197 171 189	2,509 4,021 3,802 3,698 9,521	.28 .27 .26 .67	.0040 .0064 .0060 .0059 .0151	243 229 226 417 1	, 264
alaski	11.1 20.4 24.8 18.0 19.4	.34 .63 .77 .56 .60	.0090 .0167 2 .0202 3 .0147 1 .0158 2	0.4 5.7	2.8 5.5 7.1 4.8 5.2	3.4 3.9 4.6	11.74 16.85 14.13 12.62 15.78	58 62 60 74 52	465 762 867 667	3.6 7.2 10.1 7.3 8.7	104 124 127 130 118	276 218 313 256 244	403 510 847 411 570	213 312 350 201	189 163 242 204	4,565 3,116 5,098 10,137 4,627	.32 .22 .36 .72 .33	.0072 .0049 .0081 .0161 .0073	256 278 249 408 256	
Joseph	160.0 6.6 26.5 16.7 10.6	1.94 .21 .82 .52 .33	.1303 83 .0054 .0216 31 .0136	9.9	39.0 1.8 7.3 4.2 2.8	23.7 .8 3.1 1.2	33.71 12.41 16.06	60 69 61 59	546 622	22.5 5.7 12.3 3.4 9.6	62 34 86 88 76	223 287 227 172 249	4,369 236 694 314 262	305 3,163 115 389 164	138 205 179 191	2,440 10,689 3,318	.45 3.81 .17 .76 .23	.0102 .1532 .0039 .0170 .0053	331 603 1, 366 403 199	938
euben37 Ilivan109 ritzerland19 apecanoe pton46	13.3 28.1 8.4 47.5 15.2	.41 .87 .26 .47	.0109 18 .0229 18 .0069 .0387 65 .0124 31	5.9	3.9 7.4 2.3 12.4 4.1	1.8 1.7 1.3 14.2	11.79 10.04 10.34 26.12	65 64 66 51	797 729 891 561	8.9 6.4 2.8 22.0 7.8	98 98 112 136	335 190 185 243 217	519 534 132 1,498	285 315 62 798	179 182 170 213 188	3,234 4,809 6,363 1,988 27,364	.34 .45 .14	.0076 .0101 .0032 .0434	305	201
nderburg 34 rmillion 109 jo 109 abash 37	23.2 98.8 3	.18 1.50 .72 1.06 .78	.0048 .0923 90 .0189 34 .0805 67	1.1	1.7 28.2 6.1 26.6 6.9	1.4 44.0 1.2 26.8	12.98 23.47 11.32 17.21	53 49 53 51 61	724 854 853 703	6.9 23.4 7.9 22.5	103 101 64 102	243 201 167 195 262	436 170 3,047 453 2,488 733	104 1,671 236 1,618	163 182 192 154 204	5,058	.38 .13 .10 .36	.0086 .0029 .0922 .0080	356 310 512 1, 218 525 1,	079





The Indianapolis News is the newspaper of the active buying families of central Indiana. There is no section of this rich market that it does not cover in a substantial way. Its circulation-the greatest of any daily newspaper in Indiana-parallels your sales opportunities in the fertile Indianapolis market. It gives increasing

coverage as incomes grow, and almost complete coverage of high income areas.

Here is a productive marketlarger than any one of twenty-six entire states-and a newspaper that literally searches out its buying power homes. Such a combination alert advertisers do not over-

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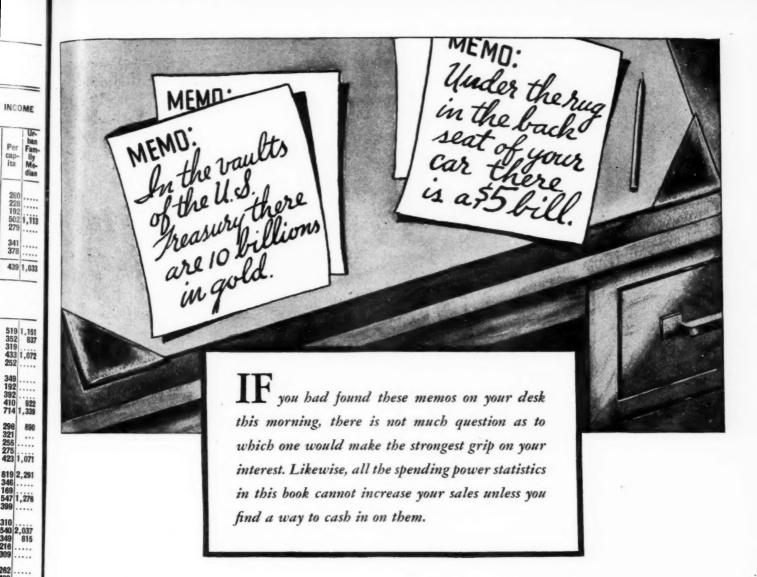
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#### I N D I A N A—(Continued)

			PULATIO			BANK DE- POSITS	RENT OWNER		FAC- TORY WAGE	COME TAX	STANDA 1935	RDS	NEW	CAR SAI	ES	SPENDA	BLE N	MONEY 935	INCO	ME
COUNTIES	Total 1930	% of	% of U.S.A.	% Ur-	Fam-	In millions of \$	Median Rentals	% Own- ors 1930	Aver- age Annual 1933	Returns per 1000	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands	% of State	% of U.S.A.	Per cap-	Ur- ban Fam- ily
		State	U.S.A.	ban		1935	1930	1830	1933	pop. 1933	(per 1000	) pop.)			1834	of \$			ita	Me- dian
Warren	9.1 18.2 16.2 54.8 18.4		.0075 .0148 .0133 .0446 .0150	23.0 19.6 59.2	2.4 4.6 4.2 14.4 5.0	2.4 2.0 11.3 1.6	12.46 10.57 24.21 13.02	50 60 69 53 62	406 582 750 698	3.9 7.4 4.1 21.4 8.8	48 89 72 92 88	164 192 195 240 244	174 445 242 1,942 479	78 236 116 933 263	223 189 209 208 182	2,565 4,148 3,134 27,544 5,142	.29 .22 1.95	.0041 .0066 .0050 .0437 .0082	280 228 192 502 279	1,113
White37	15.8 15.9		.0129		4.2 4.3	1.8 2.6	14.12 16.57	50 64	629 640	6.4 7.3	139 126	276 311	440 471	182 227	242 207	5,405 6,023	.38	.0086	341 378	
STATE TOTAL	3,238.5	100	2.6377	55.4	843.0	651.1	22.47	58	865	19.7	95	225	91,029	53,147	171	1,416,059	100	2.2482	439	1,03

#### ILLINOIS

					1			1			1		-				-	
Adams	62.7 22.5 14.4 15.0 7.8	.19	.0117 22.4	5.8	12.1 2.2 2.7 3.3 1.0	20.68 13.86 12.79 23.32 10.83	55 36 63 60 58	737 627 671 675	20.9 19.0 7.3 10.0 5.4	123 56 97 122 169	198 113 192 245 190	1,122 428 256 487 131	659 280 138 235 66	170 153 185 207 198	32,605 7,929 4,592 6,529 1,989	.16 .09 .13	.0518 .0128 .0073 .0104 .0032	519 1,151 352 837 319 433 1,072 252
Bureau	38.8 8.0 18.4 16.5 64.2	.10 .24 .22	.0135 38.3	1.9 5.2 4.4	7.5 .8 3.1 3.1 12.6	14.08 18.31 15.70 29.13	57 59 57 57 57	1,296 964 1,126	9.1 2.9 14.1 17.4 24.4	86 49 171 96 129	233 141 248 206 253	1,089 104 452 376 2,248	537 83 175 242 1,167	203 125 258 155 193	13,546 1,539 7,234 6,776 45,933	.14	.0215 .0024 .0115 .0108 .0729	349 192 392 410 922 714 1,339
Christian 100 Clark 109 Clay 105 Clinton 105 Coles	37.5 17.8 16.1 21.3 37.3	.21	.0306 35.0 .0146 .0132 27.1 .0174 2.4 .0304 60.6	5.0 4.2 5.2	3.6 2.4 1.8 3.6 5.1	15.00 11.39 12.89 10.73 18.95	54 66 65 58 58	932 554 667 663	12.7 7.8 4.7 8.0 19.0	91 130 111 62 100	203 216 171 171 197	913 388 199 249 900	545 231 106 138 627	168 168 188 180 144	11,109 5,737 4,112 5,887 15,773	1 .12	.0176 .0091 .0065 .0093 .0250	298 890 321 255 423 1,071
Cook	3,982.1 21.0 10.4 32.6 18.5	.14 .43 .24	3.2434 97.8 .0172 17.4 .0085 .0286 46.4 .0151 31.8	5.6 2.8 8.8 4.9	2,624.2 5.2 .8 8.2 2.6	49.83 11.79 23.41 17.29	35 61 64 56 51	1,021 1,133 688 1,699	55.8 14.9 4.2 14.6 17.9	137 152 62 137 88	144 246 175 270 214	92,251 469 147 1,018 537	58,964 320 69 470 243	158 147 213 217 221	3,262,096 7,295 1,756 17,875 7,428	67.16 .15 .04 .38 .15	5.1789 .0116 .0028 .0284 .0118	819 2,291 346 169 547 1,278 399
Deuglas. Du Page 18 Edgar 109 Edwards 34 Effingham 26	17.9 91.9 24.9 8.3 19.0	.33	.0146 14.3 .0749 74.1 .0203 35.1 .0068 .0155 28.1	4.7 23.1 6.8 2.3 4.7	3.0 9.2 4.3 3.2	13.97 44.32 13.38	52 72 57 72 68	699 949 664 606 603	13.0 58.9 13.9 2.7 9.2	107 164 91 124 140	221 284 216 220 221	489 3,340 754 152 427	262 2,040 417 59 201	187 164 181 261 212	5,550 49,711 8,710 1,791 5,880	.04	.0088 .0789 .0138 .0028 .0093	310 540 2,037 349 815 216
Fayette	23.4 15.4 59.4 43.9 10.0			14.5	3.1 2.8 1.3 5.1 .6	14.00 16.97 14.48 14.48	59 51 57 56 54	459 432 1,028	5.2 12.9 6.6 8.6 3.3	81 127 29 132 59	166 239 125 228 147	299 429 860 1,163 191	203 246 522 579 112	147 174 165 201 171	6,156 6,329 20,795 14,189 2,248	.29	.0098 .0100 .0330 .0225 .0036	262 409 350 886 323 223
Greene 100 Grundy 18 Hamilton 34 Hancock Hardin 105	20.4 18.8 12.9 28.4 6.9	.27 .24 .17 .35 .10	.0166 27.1 .0152 29.8 .0106 .0215	5.4 4.6 3.3 7.7 1.6	3.4 3.6 .7 3.6 .5	12.57 22.10 10.33 12.18	52 52 66 59 52	430 923 321 645	10.7 18.7 2.1 8.4 3.1	81 85 81 130 20	171 240 122 233 85	389 465 113 557 119	192 271 78 285 54	203 172 145 195 220	5,845 6,886 1,924 8,515 1,086	.12 .14 .04 .18 .02	.0093 .0109 .0031 .0135 .0017	286
Henderson	8.7 43.8 32.9 35.6 12.8	.11 .57 .43 .47	.0071 .0357 53.3 .0268 9.5 .0291 44.0	8.5	.8 8.8 4.7 4.5 1.3	10.84 20.59 15.30 13.41	52 60 51 59 71	354 680 523 512	1.7 11.4 9.4 13.3 3.2	79 153 113 56 61	190 244 250 169 173	162 1,358 822 746 165	80 597 435 538 82	201 227 189 139 201	2,001 16,852 11,187 15,094 2,865	.04 .35 .23 .31 .06	.0032 .0268 .0178 .0240 .0045	228 384 947 340 423 818 224
Jefferson105 Jersey105 Jo Daviess18 Johnson105 Kane18	31.0 12.5 20.2 10.2 125.3	.41 .16 .27 .14 1.64	.0253 39.8 .0102 34.3 .0165 19.1 .0083 .1021 77.4	8.1 3.2 5.5 2.5 30.9	3.3 1.9 3.7 .8 24.4	14.54 12.05 14.72 34.93	62 58 62 63 63	661 568 795 819	7.0 12.7 11.0 2.8 32.3	85 81 121 28 126	159 179 216 129 231	587 259 425 143 3,585	375 172 154 86 2,053	157 151 276 166 175	7,855 3,939 6,425 2,310 78,980	.16 .08 .13 .05 1.63	.0125 .0063 .0102 .0037 1254.	253 768 314 854 318 226 630 1,806
Kankakee18 Kendall18 Knox76 Lake18 La Salle18	50.0 10.5 51.3 104.3 97.6	.66 .14 .67 1.37 1.28	.0408 47.2 .0086 .0418 61.5 .0850 72.1 .0796 65.8	11.5 2.8 14.0 24.6 24.2	7.4 .7 15.3 15.1 20.6	25.55 19.04 26.13 40.83 22.43	55 56 57 57 61	716 967 989 812	16.6 7.7 21.0 44.2 18.3	85 89 150 148 100	215 241 230 283 198	1,195 257 1,457 4,310 2,038	673 109 725 2,675 1,175	178 236 201 161 173	23,755 2,791 27,529 57,130 44,236	.49 .06 .57 1.18 .91	.0377 .0044 .0437 .0907 .0702	474 1,175 264 537 1,201 547 1,877 453 1,231
Lawrence105 Lee18 Livingsten18 Logan100 McDeneugh76	21.8 32.3 39.0 28.8 27.3	.29 .42 .51 .38 .38	.0178 28.8 .0263 30.6 .0318 27.6 .0235 44.5 .0223 41.5	5.5 7.8 9.6 6.9 7.6	2.6 5.1 6.8 6.6 5.0	14.27 25.01 18.06 17.09 18.49	56 54 52 52 55	787 671 502	11.0 14.5 13.1 14.7 11.3	95 124 129 108 203	199 243 208 206 231	486 970 845 770 750	336 517 399 414 436	145 188 212 186 172	6,710 16,861 12,467 11,546 9,964	.14 .35 .26 .24 .21	.0107 .0268 .0198 .0183 .0158	307 521 319 400 385 850
McHenry 18 McLean 25 Macoupin 100 Madison 105	35.0 73.1 81.7 48.7 143.8	.46 .96 1.07 .64 1.83	.0286 34.7 .0595 51.5 .0667 70.3 .0397 47.1 .1171 69.3	9.0 19.1 21.4 13.1 35.8	5.6 18.0 16.8 6.4 30.8	24.62 26.39 26.09 11.91 21.46	59 51 55 62 55	734 1,009 1,057 976	27.5 28.5 25.9 11.1 23.8	134 146 95 75 71	309 230 209 172 189	1,141 2,036 2,157 821 3,138	644 1,197 1,295 525 1,996	177 170 167 156 157	16,550 42,390 43,931 11,575 61,019	.34 .87 .90 .24 1.25	.0263 .0673 .0697 .0184 .0969	472 1,132 580 1,213 537 1,199 237 748 424 987
Marion105 Marshall78 Mason78 Masoac Monard100	35.6 13.0 15.1 14.0 10.5	.47 .17 .20 .18 .14	.0290 46.2 .0106 .0123 22.8 .0114 39.5 .0086	9.6 3.5 4.1 3.6 2.8	5.9 3.0 2.9 1.8 2.1	14.92 13.11 12.64 11.03 11.67	64 55 51 56 51	780 896 403 672	15.4 7.8 12.1 6.0 9.8	94 104 160 42 89	188 213 244 115 224	717 320 374 219 247	426 159 179 87 128	167 201 209 252 193	15,940 4,736 5,585 2,958 4,176	.33 .10 .11 .06	.0253 .0075 .0089 .0047 .0066	447 988 364 370 210 507 395
Mercer76 Monree105 Montgemery105 Morgan100 Moultrie26	16.6 12.3 35.2 34.2 13.2	.22 .16 .46 .45 .17	.0136 .0101 .0287 31.3 .0279 51.8 .0108	4.6 3.1 9.5 8.2 3.3	1.5 2.5 6.2 5.5 1.3	13.28 13.50 11.94 19.52 11.63	56 54 60 54 52	428 885 691	6.3 15.0 9.2 20.2 6.8	179 133 84 107 94	224 223 183 201 216	448 232 707 1,014 277	171 129 343 639 114	261 180 206 159 243	6,254 4,925 12,536 16,630 3,450	.13 .10 .26 .34 .07	.0099 .0078 .0199 .0264 .0055	376 398  355 486 897 260



 $\mathbf{I}^{T'S}$  not the *amount* of spending power which the rapidly expanding Chicago territory now offers-it's the size of the opportunity to cash in on it which merits the first attention of sales managers with bigger quotas to fill.

This three billion dollar territory—the rich heart of the central states-has acquired the habit of responding quickly and in profit-making volume to advertising in a single publication—the Chicago Sunday Tribune.

Making 10.5% of the nation's retail purchases, filing 10.4% of the individual income tax returns, buying gas and oil for 11% of the passenger cars registered in America, this compact market is readily accessible to salesmen, deliveries and follow-up.

With a well-planned advertising campaign in the Chicago Sunday Tribune, you can make contact with 41% of all the families living in 704 cities and towns of 1,000 or more population, and do it at one of the lowest rates per 100,000 circulation of any publication in the country.

As employment, payrolls, farm prices, building construction, department store sales, and other important indices pile up evidence of the increased opportunities for volume sales in the Chicago market, ask your advertising counsel-or a Tribune representative-to help you plan a program of advertising which will get you your share.

# icago Tribune

ADVERTISING IS POINT-OF-SHOPPING ADVERTISING

APRIL 10, 1936

Per cap-ita

280 228 192

341 378

816

4 1,175

1,132 1,213 1,199 748 987

986

507

897

ENT

[545]

- POPULATION of this 12-county trade area is well over 350,000, with a city total of 100,179 and steadily growing.
- BANK DEPOSITS of \$81,572,000 attest the thriftiness and potential buying power of this great multitude.

## By Every Index

- LIVING STANDARDS show 134.11 telephones and 257 automobiles per 1,000 persons, with 58% owned homes, better averages than those for the state.
- SPENDABLE MONEY INCOME is and always has been exceptionally high, now totaling \$184,509,000.

#### ROCKFORD IS MORE THAN A BIG CITY

It is a compact, closely knit trade empire comprising twelve of the most industrially active and agriculturally fertile counties of northern Illinois and southern Wisconsin—Boone, Carroll, DeKalb, Jo Daviess, Lee, McHenry, Ogle, Stephenson, Whiteside and Winnebago in Illinois; Green and Rock in Wisconsin. The cultivation of this vast market means a rich harvest for the aggressive sales and advertising executive with a product to sell.

## ROCKFORD MORNING STAR Rockford Register-Republic

Nationally Represented by

#### KELLY-SMITH COMPANY

NEW YORK • CHICAGO • ATLANTA • PHILADELPHIA • DETROIT • BOSTON

NOW REACHING MORE THAN 52,750 FAMILIES IN THIS FERTILE EMPIRE

#### ILLINOIS—(Continued)

			PULATIO		1	BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	STANDA 1935	RDS	NEW	CAR SAL	.ES	SPENDA		MONEY 935	INCO	ME
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur- ban	Fam-	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Aver- age Annual 1933	Returns per 1000 pop. 1933	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap- ita	Ur- ban Fam- ily Me- dian
Ogle	28.1 141.3 22.7 15.5 24.3	.30	.0127	76.5 46.7	7.6 35.1 5.9 4.0 6.7	3.5 46.2 1.9 3.0 3.9	21.32 29.91 13.74 14.38 11.48	54 52 62 49 55	1,248 1,021 714	13.6 32.2 11.2 11.1 7.1	130 114 73 101 65	295 216 185 234 192	1,228 4,204 487 421 454	436 2,443 277 210 274	282 172 169 200 166	11,702 91,938 7,709 4,687 7,241	.24 1.89 .16 .10	.0186 .1460 .0122 .0074 .0115	416 650 339 301 297	1,375 832
Pope105 Pulaski105 Putnam18 Randolph105 Richland105	7.9 14.8 5.2 29.3 14.0	.19	.0043	17.1	2.0 3.7 1.3 6.9 3.8	.3 .8 .7 5.0 1.3	12.95 15.79	63 48 53 60 69	357 747	1.2 5.8 4.9 9.5 6.9	57 32 106 88 149	106 104 221 194 224	95 195 108 467 250	54 94 49 289 147	176 207 219 162 170	1,397 3,016 1,247 9,324 3,345	.03	.0022 .0048 .0020 .0148 .0053	175 203 238 318 238	
Rock Island         24           St. Clair         105           Saline         34           Sangamon         100           Schuyler         100		2.07 .45 1.46	.1289	84.4 67.5 243.4 64.3	25.5 40.8 9.2 28.7 3.2	18.9 49.7 4.4 23.7	27.65 20.51 11.63 27.57 12.59	53 51 57 54 56	848 887 1,011 921	22.6 26.5 7.5 32.0 5.7	102 88 51 100 94	231 189 140 208 179	2,862 3,111 673 3,054 160	1,328 2,046 330 2,071 92	204 147	49,362 66,742 11,439 69,400 3,053	1.37 .24 1.43	.1060 .0182 .1102	423 308 621	1,271 1,143 735 1,267
Scott	9.1	4 .33 1 .13 0 .53	0207 0077 03 .032	13.7	2.3 7.0 2.4 10.7 11.6	1.3 2.5 1.3 8.6 7.8	11.65 10.28 13.91 26.79 22.61	48 61 53 58 57	667 851 926 1,130	9.5 6.4 4.1 24.0 17.4	86 150 149 177 100	202 210 252 245 223	227 528 264 1,057 1,232	118 247 108 455 720	214 244 232	2,551 6,553 3,224 21,221 19,402	.07	.0104 .0051 .0337		7
Union	89. 13. 21.	3 1.1 1 .1 7 .2	7 .072 7 .010 8 .017	2 17.2 8 55.6 7 54.0 7 39.8	22.6 3.4 5.9	2.3 12.3 .6 7.2 3.2	12.70 16.54	54 56 59 52 62	744 688 878 722	7.4 20.8 11.0 14.9 6.1	61 80 100 175 148	147 182 175 255 205	343 1,823 278 728 205	211 985 157 322 123	185 177 226	44,284 4,734 8,390	8 .10 8 .17	.0703 .0075 .0133	35	6 93 9 78 6 76
Wayne34 White34 Whiteside18 Will18 Williamson108	18. 39. 110.	1 .2 0 .5 7 1.4	4 .014 1 .031 5 .090	6 17.1 8 16.1 8 50.3 12 43.4 10 51.1	26.2	10.5	23.54 28.31	68 55 52 58 60	339 806 937 1,215	3.0 4.9 12.7 23.4 6.8	74 100 141 88 35	145 178 272 200 126	279 413 1,311 2,603 798	230 517 1,52	180 7 254 4 171	4,52 16,88 57,35	7 .09 7 .35 2 1.16	.0072 .0268 .0911	24 43 51	9 3 1,08 8 1,30
Winnebago18 Woodford70				6 73.1 i3	30.1 4.8	16.1		55 57	810 449	20.3 13.5	79 154	225 260	3,061 618	1,650					53	9 1,44
STATE TOTAL	7,630.	6 100	6.215	73.8	1,929.3	3,259.0	39.69	46	960	38.6	122	176	182,202	109,28	7 167	4,857,089	100	7.7112	63	7 1,82



"YOU must be well known here, Mr. Stone," said a visitor to a guest, after the waiter had addressed Mr. Stone by name. "Do you stop here often?"

"No," replied Mr. Stone, "but I'm going to after this. Been here twenty minutes and they seem to know me better than most hotels where I have stayed twenty times or more. I like being a person, not just a room number."

It's more than subtle flattery, this way we have of calling you by name. For your name really means something to us. All of us. From the bellman who politely inquires, "Were you expecting any mail or telegrams, Mr. Stone?" To the sunny-voiced telephone girl who wakes you with, "Good morning, Mr. Stone, it's seven-thirty." To the friendly Cashier with her pleasant, sincere, "Thank you, Mr. Stone."

Personalized service, we call it. And it calls for considerable keeping-on-our-toes, what with the host of people we're hosts to every day. But we feel it makes our welcome seem a degree warmer . . . our contact a shade closer . . . our hospitality a little more friendly . . . your stay a lot more pleasant in every way.

It's something which helps you sense immediately that you're among friends, whenever you visit any of our hotels. A feeling that isn't changed when the time comes to say goodbye. For even when you get your statement you find the warm spirit of friendliness and hospitality, too.

WHERE TO

#### . To New York HOTEL NEW YORKER

Frank L. Andrews, Manager. 2500 Rooms with radio, tub and shower . . . from \$3.00. Private tunnel to Pennsyl-vania Station. Garage facil-ities.

#### • To New York HOTEL LEXINGTON

Charles E. Rochester, Manager. 801 Rooms with radio and bath . . . from \$3.00. Three blocks from Grand Central Station.

#### **NETHERLAND PLAZA**

William O. Seelbach, Manager. 800 Rooms with radio, tub and shower and running ice water . . . from \$3.00. Automatic garage in building.

#### To Detroit

#### THE BOOK-CADILLAC

J. E. Frawley, General Manager. 1200 Rooms with bath . . . from \$3.00. Four great restaurants—popular prices. Convenient garage.

WHEN YOU

#### HOTEL ADOLPHUS

Fuller Stevens, Manager. Finest and largest hotel in Dallas. 825 Rooms with bath. Rates from \$2.00 a day. Unex-celled convention facilities. Garage in connection.

#### To Minneapolis

#### NICOLLET HOTEL

Vernon S. Taylor, Acting Manager. Minneapolis' most beautiful hotel. 600 Rooms. From \$2.50, with bath. Three restaurants. Garage.

#### **HOTEL VAN CLEVE**

R. E. Daley, Manager. 300 Rooms with bath . . . from \$2.50 a day. Three attractive restaurants. Modern garage in connection.



Hotels directed by NATIONAL HOTEL MANAGEMENT CO., INC. RALPH HITZ, PRESIDENT

Chicago Office: 111 West Washington Street, Phone State 5566
Washington: 986 National Press Building, Metropolitan 3717 • Boston: 7 St. James Avenue, Liberty 1213 • Cleveland: 437 Terminal Tower, Cherry 5126

APRIL 10, 1936

55477

#### MICHIGAN

			PULATIO			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	LIVIN STANDA 1935	RDS	NEW (	CAR SAL	ES	SPENDA	BLE N	ONEY I	NCOM	E
COUNTIES	Total 1930	% of State	% inf U.S.A.	% Ur- ban	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Aver- age Annual 1933	Returns per 1000 pop. 1933	Tele- phones (per 1000	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per F cap- ita	Ur- ban Fam- ily Me- diar
Alcona	4.9 9.3 38.9 18.5 9.9	.81		42.4 18.4 65.5	1.1 1.8 10.3 4.2 2.5	.8 2.9 3.0 .6	14.06 16.33 14.20	79 65 75 75 75 72	765 660 614	6.8 13.9 9.0 13.0 7.9	41 40 77 60 51	217 200 230 204 190	123 268 906 486 116	80 181 520 361 71	154 148 164 135 163	746 2,980 12,815 8,255 2,613	.03 .12 .50 .32 .10	.0012 .0047 .0203 .0131 .0041	150 319 328 444 262	84
Arenac	8.0 9.1 20.9 69.4 6.5	.19 .43 1.44	.0170	24.9 68.1	1.8 1.9 6.0 16.1 1.7	.5 .3 1.9 15.9 .5	14.98 15.10 18.95 12.92	76 67 72 71 70	695 753 778	6.8 5.8 7.2 20.5 14.5	54 24 109 59 52	252 110 242 194 269	322 112 458 1,612 161	161 82 264 1,007 138	200 136 173 160 117	1,591 2,302 5,011 34,541 2,426	.08 .09 .19 1.34 .09	.0032 .0037 .0080 .0548 .0039	249 251 239 497 368	1,07
Berrien	81.0 23.9 87.0 20.8 11.9	1.80 .43	.0195 .0708 .0170	48.1 28.1 65.3 26.5 22.1	21.5 6.9 23.1 5.8 3.0	9.4 3.7 19.9 2.6 1.0	25.41 17.06 28.90 17.09	67 70 64 67 76	730 690 896 798 618	19.1 11.0 29.0 10.8 13.5	86 68 20 59 77	259 269 268 243 231	2,224 708 3,268 483 229	1,259 394 1,557 275 164		43,163 10,606 53,209 7,089 4,488	.41	.0685 .0168 .0845 .0113 .0071	532 443 611 339 375	1,35
Cheboygan29 Chippewa29 Clare88 Clinton53 Crawford	11.5 25.0 7.0 24.1 3.0	.52 .14 .49	.0204 .0057 .0196	16.2	2.8 5.5 1.8 6.3 .7	1.1 5.1 .8 3.1	11.55 17.87 12.93 17.33 11.13	76 62 71 73 62	379 729 751 970	12.7 18.2 8.1 5.2 22.9	60 106 52 62 63	188 188 284 247 233	246 618 269 731 120	147 448 179 324 51		4,267 12,741 2,231 7,847 944	.17 .49 .09 .31	.0068 .0202 .0035 .0126	373 510 317 329 305	1,0
Delta	32.2 29.9 31.7 15.1 211.6	.62 .65	.0243 .0258 .0123	61.0 70.7 36.8 37.9 75.4	7.2 6.7 9.0 3.7 51.3	7.3 3.7 3.6 3.8 27.5	17.00 14.55 17.67 14.47 36.43	63 62 69 69 64	893 654 840	18.7 12.2 9.8 21.4 18.0	65 37 87 74 55	183 175 270 235 244	698 602 903 445 8,057	383 382 577 285 5,681	158 156	17,0£3 10,509 12,422 4,344 116,516	.£6 .41 .48 .17 4.52	.0271 .0167 .0197 .0069 .1850	529 351 382 288 550	88
Gladwin	7.4 31.5 20.0 30.2 27.4	.65 .42 .62	.0257 .0162 .0246	69.7 62.6 22.2 21.5	1.7 6.5 4.7 7.8 7.9	2.2 2.3 3.8 3.5	11.32 13.29 16.39 14.63 15.51	73 59 71 64 70	844 517 985 615	6.3 15.2 15.1 9.5 8.1	38 56 79 67 127	231 140 238 255 256	216 438 547 1,132 675	108 307 364 625 400	143 150 181	1,819 13,031 11,170 9,466 9,539	.07 .51 .43 .37	.0030 .0207 .0177 .0150 .0151	258 413 558 313 348	00 00
Houghton106 Huron29 Ingham53 Ionia40	52.8 31.1 116.5 35.0 7.5	.64 2.41 .72	.0253 .0949 .0285	27.3 73.2 30.5	11.6 7.2 30.2 9.0 1.9	15.6 3.4 17.5 2.6 .3	14.45 37.27 16.90 13.20	52 71 64 68 72	622 985 1,011 532 767	16.5 8.2 20.9 8.8 13.7	56 59 94 52 65	120 245 300 222 224	563 1,107 5,318 901 226	344 584 2,958 484 144	180 180 186	23,606 13,386 66,630 12,815 2,245	.92 .52 2.59 .50	.0213 .1058 .0203	365	1,7
iron	20.8 21.1 92.3 91.3 3.7	1.91 1.89	.0172 .0751 .0744	36.8 24.6 59.7 59.9	4.3 5.0 23.5 23.3 1.0	1.8 3.9 11.4 15.3	11.73 17.76 32.58 29.49	58 67 66 65 75	688 920 772 932	12.0 13.3 21.5 29.5 5.7	33 71 88 101 53	155 266 240 270 188	360 941 2,594 3,102 96	200 659 1,645 1,896	143 158 184	6,956 6,313 53,180 51,809 905	2.01	.6823	334 289 576 567	1.4
Kent	240.5 5.0 4.0 28.3 8.2	.09	.0041 .0033 .0230	17.6	61.2 1.0 1.1 6.4 1.9	52.5 .2 .5 2.8 .3	29.01	65 43 80 69 79	781 625	28.0 4.1 2.7 8.3 6.0	90 27 80 58	222 111 193 221 188	6,293 35 81 945 102	3,955 13 46 608	176 155	160,666 749 853 7,568 1,786	6.24 .03 .03 .26	.0014 .0120	267	
Lenawee110 Livingaten29 Luce29 Mackinae29 Masomb29	19.2 6.5 8.7	.13	.0156 .0053 .007		13.7 5.1 1.1 1.9 18.6	11.2 3.0 .3 .4 5.8	21.36 11.96	68 71 58 67 71	813 761 978	13.1 10.6 9.0 12.1 14.9	105 81 48 42 52	275 248 178 143 247	1,686 730 169 170 2,492	911 398 144 140 1,440	168 117 121	25,613 8,920 2,192 3,340 27,109	.09	.0143 .0035 .0053	380	
Manistee 4 Marquette 106 Mason 40 Mecosta 40 Menominee	44.0 18.7	9 .91	.036 .015 .012	46.4 4 69.3 2 47.4 8 29.6 2 43.6	9.9 4.7 4.1	12.9 1.7 1.7	13.45 15.64 14.00	76 56 71 74 72	779 664 580 794 706	15.5 20.9 13.2 7.8 15.4	63 75 94 73 82	225 178 223 223 192	417 834 451 396 396	256 592 216 208 208	141 209 189	6,748 25,438 7,520 4,370 6,406	.99 .29	.0404 .0119 .0069	577 401 278	1,
Midland88 Missaukee40 Monroe110 Montcalm40 Montmorency	6.5 52.	4 1.05 4 .5	4 .005 9 .042 7 .022	5 41.9 6 7 34.5 3 17.2 2	1.6 12.7 7.6	6.9 2.3	26.69 13.14	73 77 65 73 68	984 736	29.5 2.5 14.3 9.2 6.3	67 88 59 84 29	267 180 250 255 238	771 94 1,748 870 111		171 189 204	6,943 1,865 17,586 8,708 802	.07	.0030 .0279 .0138	267 335 317	1,
Muskegon40 Newaygo40 Oakland28 Oceana40 Ogemaw	17. 211.	0 .3 2 4.3 8 .2	5 .013 6 .172 8 .011	9 67.3 8 0 63.2 2	4.4 51.5 3.6	1.9 14.9 1.1	12.66 38.23 13.33	65 72 61 74 75	747 1,044 435 769	15.1 8.1 23.8 5.9 10.0	81 74 62 64 106	216 204 277 224 248	2,138 400 9,604 243 240	5,364 153	178 158	4,710 133,121 3,977	5.18 5.18	.0075 .2113 .0063	562 277 630 288	1,
Ontonagen 106 Oscoola 40 Oscoola	12. 1. 5.	8 .2 7 .0 5 .1	7 .010 4 .001 1 .004	4	2.3 3.2 .3 1.2 13.6	.7		71 73 79 69 77	742	7.9 6.4 8.6 8.6 17.6	19 80 81 41 90	147 237 209 201 242	147 268 50 194 1,473	121	177 147 151	3,526 503 1,835	.02	.0056 .0008 .0029	230 275 291 330	
Presque (sle	67.	0 .0 7 2.4 5 1.3	4 .001 9 .098 9 .055	2 28.9 6	.5 29.1 17.2	23.9 13.4	28.53 26.09	70 75 69 66 68	896 907 714	8.1 13.1 21.1 22.9 16.7	37 32 70 86 60	191 353 226 239 265	243 118 3,608 2,401 956	2,27 1,34	162 158 179	66,634 38,762	2.59 1.51	.0007 .1058 .0615	206 552 574	3
Sanilae	8.	4 .1	7 .006 2 .032	8 61.5 1 44.4 8 7.7	10.3	1.1	10.60	74 62 68 75	550 846 625 802	5.7 14.7 11.0 7.1	51 66 66 61	265 235 240 289	1,224 307 1,285 1,216	189	162	9,065 2,392 16,428	.35	.0144 .0038 .0261	283	1,

For indexes by states and sections, and to all county and city figures, see page 489 or page 604.

#### MICHIGAN—(Continued)

			PULATIO thousand			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	STANDA 1935	RDS	NEW	CAR SAL	ES	SPENDA		MONEY 935	INCO	ME
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur- ban	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Average Annual 1933	Returns per 1000 pop. 1933	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap- ita	Ur- ban Fam- ily Me-
Van Buren50	32.6	.87	.0265	14.7	9.4	4.0	16.99	74	669	1933	(per 100	268	890	496	180	13,647	.53	.0217	418	dian
Washtenaw 29 Wayne 29 Wexford 40		1.36 39.01	.0533 1.5385 .0137	56.5 97.5	18.0 441.5 4.2	22.0 593.3 1.0	41.73 46.99 14.90	64 43 71	967 1,079 520	33.5 35.3 11.5	157 77 53	322 243 211	3,712 90.390 325	2,001 55.008 194		40,184 1,140,431 5,677	1.56	.0638 1.8106	613 604	1,918
STATE TOTAL	4,842.3	100	3.9441	68.1	1,180.5	1,037.0	37.90	58	988	24.9	76	240	182,604	109,773	166	2,575,432	100	4.0888	533	1,742

#### WISCONSIN

dams	15.0	.27 .72 .17 .51 2.39	.0065 .0171 50.4 .0279 15.0 .0122 .0572 61.1	2.0 4.7 8.0 3.5 15.9	2.1 4.3 .9 18.3	12.89 15.16 16.44 10.26 26.73	69 69 69 76 65	779 601 789 920	8.9 24.3 10.9 8.5 34.0	55 63 98 50 121	146 137 182 113 237	112 343 634 202 2,195	69 260 359 103 1,366	162 132 177 196 161	3,522	.12 .61 1.02 .23 2.45	.0029 .0147 .0246 .0056 .0591	235	897
uffalo	15.3 10.2 16.8 37.3 34.1	.05 .35 .57 .27	.0125 .0083 .0137 .0304 25.5	3.6 2.5 3.9 8.1 7.8	2.8 .8 2.7 6.1 3.5	13.48 10.60 18.67 17.06 15.82	63 74 78 69 76	978 988 717 828 621	11.6 6.1 14.3 14.6 9.6	140 82 83 80 56	217 132 258 183 174	302 164 532 781 550	170 71 283 412 257	178 231 188 190 214	5,905 2,353 6,681 15,643 11,786	.39 .15 .44 1.03 .78	.0084 .0037 .0106 .0248 .0187	397	
olumbia63 rawford ane60 odge63	16.7 112.7	1.04 .57 3.84 1.77 .62	.0248 28.9 .0137 23.5 .0918 55.3 .0424 36.7 .0148 27.4	8.0 3.9 28.2 12.7 4.2	8.7 2.9 32.9 9.2 2.0	19.01 13.41 39.52 21.95 15.17	63 65 58 68 76	619 804 1,089 744 452	24.1 10.1 45.8 18.7 12.3	147 94 172 79 94	287 170 260 177 226	895 302 3,964 988 390	441 186 2,256 475 213	203 162 176 208 183		.90 .30 5.18 1.28 .43	.0216 .0073 .1248 .0308 .0103	447 273 698 1 372 358	,817 909
ouglas106 unn au Claire63 ond du Lac63	27.0 41.0 3.7	1.57 .92 1.40 .13 2.04	.0379 77.5 .0220 20.6 .0335 63.9 .0031	11.1 6.5 10.1 .8 14.7	7.7 4.4 8.1 .2 16.1	22.55 15.78 23.15 10.66 26.45	58 69 63 76 68	1,069 864 805 785	30.1 10.4 30.1 7.2 30.5	105 85 130 16 147	141 194 196 88 260	906 458 975 47 1,893	583 202 647 28 984	155 227 151 168 192	8,742	1.62 .58 1.55 .06 1.96	.0391 .0139 .0374 .0013 .0472	529 1 323 . 574 1 224 . 495 1	,084
orest	11.1 38.4 21.8 13.9 20.0	.38 1.31 .75 .47 .69	.0091 .0313 10.5 .0178 22.9 .0113 29.3		6.9 7.3 4.9 4.2	15.49 17.83 15.69 13.12	56 65 67 63	451 821 976 705 687	6.7 14.7 26.7 20.8 10.9	24 173 164 104 118	121 235 269 279 180	206 1,024 682 387 359	103 439 268 188 138	200 233 257 206 260	2,623 13,240 10,572 6,576 5,935	.17 .87 .70 .43 .39	.0042 .0210 .0168 .0104 .0094	344 . 483 .	
ron	9.9 16.4 36.7 17.2 63.2	.34 .56 1.25 .59 2.15	.0081 32.8 .0134 .0299 44.6 .0141 .0515 79.4	3.8 9.8 4.4	.7 2.5 11.5 2.6 9.9	12.35 13.17 25.01 14.46 33.27	65 68 70 70 57	976 736 724 1,102 795	13.7 10.3 30.7 10.8 30.4	31 82 160 82 85	124 170 291 209 173	180 302 1,217 379 1,217	111 159 681 191 785	162 190 179 198 155	3,119 5,198 20,858 6,365 38,717	.21 .34 1.37 .42 2.55	.0050 .0083 .0331 .0101 .0615	314 316 567 389 612	,250
ewaunee	16.0 54.4 18.6 21.5 21.0	.55 1.85 .63 .73 .72	.0131 .0444 72.7 .0152 .0175 39.9 .0172 53.9	4.6	4.6 14.3 4.0 1.5 4.1	14.61 24.60 14.32 16.34 15.80	76 58 52 69 77	589 827 936 808 708	12.0 34.4 8.8 18.4 20.1	128 140 135 77 94	245 201 195 168 182	320 1,383 439 383 375	148 798 164 252 225	216 173 268 152 167	5,125 28,611 7,424 9,666 7,120	.34 1.88 .49 .64 .47	.0081 .0454 .0118 .0153 .0113	320 . 525 1 398 . 449 338	851 726
Manitowoc 63 Marathon 63 Marinette Marquette 63 Milwaukee 63	58.6 70.6 33.5 9.3 725.2	2.00 2.40 1.14 .32 24.67	.0478 56.3 .0575 33.6 .0273 40.9 .0076 .5907 93.5	15.4 7.6 2.4	13.8 10.6 6.2 1.0 271.5	25.30 18.88 15.81 12.33 39.01	68 75 67 70 47	813 723 778 1,136 918	25.9 17.4 18.6 7.2 56.5	106 60 61 99 112	224 176 180 252 186	1,489 1,310 709 201 19,742	865 776 358 115 12,177	172 169 198 175 162	31,227 37,133 11,710 2,793 480,905	2.06 2.44 .77 .18 31.65	.0496 .0590 .0186 .0044 .7634	349 297	1,163 1,068 827 1,793
Monroe	28.7 26.3 15.8 62.7 17.3	.98 .90 .54 2.14 .59	.0234 28.1 .0215 19.0 .0129 50. .0511 57.1 .0142 21.2	5.8 3.7 14.5	4.6 1.6 2.2 14.8 3.9	15.62 12.84 18.88 24.70 21.87	69 78 66 72 74	1,162 501 906 817 606	13.4 8.8 33.0 34.5 33.9	87 49 87 130 90	196 166 209 219 270	651 455 484 1,546 494	303 245 341 940 291	215 186 142 164 170	9,341 6,342 7,387 34,519 8,550	.61 .42 .49 2.27 .56	.0148 .0101 .0117 .0548 .0136	325 240 465 550 492	
epin	7.4 21.0 26.5 33.8 17.2	.26 .72 .91 1.15 .59	.0061 .0171 .0216 .0276 40.:	6.3	3.2 2.2 5.2 1.6	14.44 15.95 15.73 19.08 12.57	71 70 74 70 77	1,104 580 573 752 647	11.3 10.1 8.3 24.1 13.0	122 121 118 76 67	233 231 180 177 136	158 470 491 607 303	79 244 243 384 174	200 193 202 158 174	2,950 7,848 8,601 14,907 5,832	.19 .52 .57 .98 .38	.0047 .0125 .0137 .0237 .0093	395 373 324 441 337	97
lacine	90.2 19.5 74.2 16.0 25.4	3.07 .68 2.51 .55 .87	.0735 79. .0159 18. .0604 64. .0131 21. .0207 10.	6 4.7 8 19.5 7 3.6	19.5 2.3 19.4 1.2 3.6	34.42 14.67 28.72 11.95 16.67	90 59 59 68 67	843 965 781 668 862	37.1 7.4 32.6 8.3 14.3	105 88 142 44 110	197 171 253 134 173	2,018 406 2,606 199 394	1,129 190 1,265 118 195	179 214 206 168 202	56,824 6,326 45,228 5,262 9,251	3.74 .42 2.98 .35 .61	.0902 .0100 .0718 .0084 .0147	630 324 610 327 363	1,42
auk	32.0 8.8 33.5 71.2 17.6		.0261 26. .0072 .0273 12. .0580 64. .0144	2.0 4 7.3	8.6 .5 4.2 22.3 1.4	16.91 10.07 13.27 25.68	71 71 77 66 82	810 672 701 680	21.5 10.3 9.6 30.5 6.8	123 63 73 118 43	240 148 177 218 137	802 198 551 1,683 225	378 109 280 828 134	212 181 197 203 167	13,548 3,228 9,977 40,351 5,665	.89 .21 .66 2.66 .37	.0215 .0051 .0158 .0641 .0090	423 364 298 566 320	
rempealeauernon	23.9 28.5 7.2 31.0 11.1	.81 .97 .25 1.06	.0195 .0232 9 . .0059 .0253 31 .	6 8.4	3.9 3.9 .5 7.8 .6	14.60 14.73 11.86 22.77 13.71	69 67 65 63 68	900 1,107 611 881	11.1 9.4 19.5 31.0 11.5	136 92 47 169 70	242 190 203 277 141	420 568 253 1,011 195	176 222 132 603 97	239 256 191 168 201	8,681 8,805 3,055 16,038 3,085	.57 .58 .20 1.06 .20	.0138 .0140 .0049 .0255 .0049	363 309 419 516 278	
Vashington63 Vaukesha63 Vaupeca63 Vaushara63 Vinnebago63	26.5 52.3 33.5 14.4 76.6	1.14	.0216 32. .0426 40. .0273 30. .0118	8 12.6 5 8.2 . 3.6	6.5 12.5 5.6 2.1 21.6	24.21 30.71 16.61 10.36 25.83	73 66 73 76 69	684 787 668 1,030 740	26.7 36.5 18.4 6.7 41.4	118 138 111 61 138	262 260 249 195 201	754 1,557 893 239 1,916	446 898 423 110 1,149		12,099 28,986 14,530 4,066 43,341	.80 1.91 .96 .27 2.85	.0192 .0460 .0231 .0065 .0688	434 282	1,4
Wood63	37.8	1.29	.0308 46.	2 8.7	6.4	21.20	67	838	24.8	132	231	1,086	578	189	19,306	1.27	.0307	510	1,0

ME

Urban Family Median 846

1,071

731 1,021 1,021 1,021 1,081 869 812 665 1,675

5

#### East North Central States—City Data

#### OHIO

CITY	COUNTY		POPULA	TION		Ratio 1935 to	Telephones, Major Cities,	City Revenue Receipts, 1934, Major	Postal Receipts, Ratio	Returns, 1933, per	Money In come, 1933
		Zone	Municipal	% County	% State	1934	1935		Dec. 1935 to Dec. 1934	1000 people	per capit
Alliance	Summit. Stark. Ashland. Ashtabula. Summit.	405,000 57,323 24,627 68,361	255,040 23,047 11,141 23,301 23,934	74.11 10.39 41.47 34.09 6.96	3.84 .35 .17 .35 .38	131	39,974	41.12	104.3	30 24 32 32 24	615 542 485 580 610
Sucyrus	Belmont	95,000 50,000 88,563 250,000	13,327 10,027 16,129 14,673 104,906	14.07 28.37 38.88 6.22 47.30	.20 .15 .24 .22 1.58	146	17,614	37.21	118.6	25 30 20 30	350 455 342 540 562
Chillicothe	Ross Hamilton Cuyahoga Cuyahoga Franklin	59,000 1,016,054 1,784,239 656,071	18,340 451,160 900,429 50,945 290,564	40.60 76.55 74.94 4.24 80.48	.28 6.79 13.55 .76 4.37	119 130 108	135,263 199,702 62,579	82.80 69.46 41.80	116.5 110.6 98.1	42 61 12 41	472 685 690 625 607
Coshocton	Coshocton Summit Montgomery Cuyahoga Columbiana	28,885 435,288 60,421	10,908 19,797 200,982 39,667 23,329	37.61 5.75 73.49 3.30 26.98	.16 .30 3.02 .60 .35	110	35,942	41.49	114.9	27 37 44 62 28	485 597 635 678 520
Elyria. Euclid. Findlay. Fostoria. Fremont.	Lorain Cuyahoga Hancock Seneca-Hancock Sandusky	54,698 22,996 40,000	25,633 12,751 19,363 12,790 13,422	23.47 10.61 47.93 33.79	.39 .19 .29 .19 .20	1			0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	32 41 35	640 641 455 402 467
Garfield Heights Hamilton Irenten Lakewood Lancaster	Cuyahoga Butler Lawrence Cuyahoga Fairfield	114,084 46,600 49,419	15,589 52,176 16,621 70,509 18,716	12.97 45.73 37.31 58.69 42.54	.24 .79 .25 1.06 .29	125				14 28 19 10 31	625 610 312 690 350
Lima Lorain Mansfield Marietta Marien	Allen	143,342 110,670 109,758 38,783 135,578	42,287 44,512 33,525 14,285 31,084	60.92 40.76 50.87 33.66 68.45	.64 .67 .50 .21 .47	132 121				34 17 39 27 21	585 645 622 463 488
Martins Ferry Massilion Middletown Newark New Philadelphia	Belmont	100,000 40,000 50,553 60,175 74,238	14,524 26,400 29,992 30,596 12,365	15.34 11.91 26.29 51.03 18.12	.22 .40 .45 .46 .18	138				22 29 40 29 17	341 550 560 500 472
Niles	Lake	51,000 41,634 40,000	16,314 33,411 10,944 13,899 16,009	13.26 5.67 28.28 11.57 31.21	.25 .50 .16 .21 .24					18 52 52 52	463 650 630 667 480
Portsmouth	Scioto	120,505 30,000 72,323 140,000	42,560 10,622 24,622 17,783 68,743	52.40 12.28 58.45 1.48 75.60	.84 .16 .37 .27 1.03	115			114.9	24 35 39 150 27	440 495 632 680 565
Steubenville Struthers, Fiffin Tolede Warren	Jefferson	150,000 44,571 732,000 106,514	35,422 11,249 16,428 290,718 41,062	40.12 4.76 34.27 83.61 33.37	.53 .17 .25 4.37 .62	127 128 131	45,517	42.88	105.5	42 10 30 42 29	525 535 407 620 473
Wooster Kenia Youngstown Zanesville	Wayne	42,000 35,000 314,359 126,433	10,742 10,507 170,002 36,440	22.84 31.59 72.00 54.07	.16 .16 2.56 .55	126 112	23,566	44.12	125.0	44 26 27 28	435 392 562 470

Anderson	Madison	84,936	39,804 13,208	48.00 37.02	1.23					27	565
Bloomington	Monree	40,000	18,227 12,795	50.67	.57					28	415
Crawferdsville	Fayette	84,936 13,600 40,000 45,000 38,000	12,795 10,355	66.49 38.38	.40					28 37	565 325 415 426 470
East Chicago	Lake		54,784 32,949	20.96	1.69					23	49
Elkhart	Elkhart	75,000 12,948	10.685	47.81 12.82	1.01					26 14	491 54
Evansville	Vanderburg	360,768	102,249	90.23	3.16	134	16,432	30.89	114.0	26	58

Please do not attempt to use these figures before reading the complete explanation on page 491 and following pages. There you will find sources of all figures identified, explanation of the trading area key, and all comment necessary to a complete understanding of the use of both county and city figures.

# 28 Straight Years of Leadership in the Rich Cincinnati Market



CINCINNATI and its retail trading zone is a busy market place of 1,016,054 people buying more than \$200,000,000 worth of goods every year. It is a center of activity where factory wages, income tax returns, telephones, passenger car registrations, and spendable incomes are noticeably higher than those of other population centers.\*

In this wealthy market, the Cincinnati Times-Star has led all other newspapers in general and retail advertising for 28 straight years. In 1935, it carried 44% of all general advertising, and 40% of the total retail advertising.

The Times-Star reaches more readers in the vital city and suburban sections of Cincinnati than any other newspaper; AT THE LOWEST UNIT (MILLINE)

RATE. You need only the Times-Star in Cincinnati.

\* Cf. figures in this issue, Sales Management NEW YORK: Martin L. Marsh, 60 E. 42nd St. CHICAGO: Kellogg M. Patterson, 333 N. Mich.

TIMES:STAR

HULBERT TAFT
President
Editor-in-Chief

# **AKRON** a Plus **MARKET**

- Akron has a metropolitan population of 300,000

  Akron spendable money income per capita \$615.00

  Average annual wage factory workers \$1069.\*
- In 1935, the Akron Beacon Journal carried 12,562,004 lines of paid advertising (Media Records). This is the heaviest volume carried by any Ohio newspaper daily, and was exceeded by only one daily and Sunday newspaper in Ohio.

Automotive! 1936 new car sales from their introduction in November, 1935, through March, 1936, showed an increase of 34.5% compared to same period of previous year.

# AKRON BEACON JOURNAL

Member A.B.C.-A.N.P.A.-Major Market Newspapers, Inc.

Represented by STORY, BROOKS & FINLEY

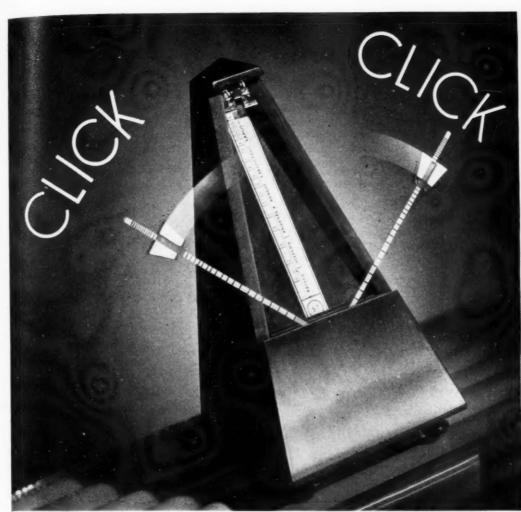
\*Highest in Ohio!

#### I N D I A N A—(Continued)

CITY	COUNTY		POPUL	ATION		Bank Debits Ratio 1935 to	Telephones, Major Cities,	City Revenue Receipts, 1934, Major	Postal Receipts, Ratio	Income Tax Returns, 1933, per	Spendable Money in come, 1935
		Zone	Municipal	% County	% State	1934	1935	Cities, per capita	Dec. 1935 to Dec. 1934	1000 people	per capita
Fort Wayne	AllenClinton.	300,000 30,000	114,946 12,196	78.33 44.63	3.55	133	29,966	36.24	112.9	35 30	710 507
Gary	Lake	139,097 23,354	100,426	38.43	3.10	148	8,363	28.59		19	570 487
Hammond	Lake	261,310	10,397 64,560	15.10 24.71	1.99	177		****	****	21 28	487 502
Huntington	Huntington	36,415	13,420	48.16	.42				****	28	462
Indianapolis	Marion	894,580	364,161	86.15	11.24	115	69,411	47.29	104.3	56	675
leffersonville	Clark	20,000	11,946	38.83	.37					26	302
afavette	Howard	60,000 158,417	32,843 26,240	70.33 55.24	1.02				****	17 33	495
La Porte	La Porte	44,000	15,755	26.01	.49					31	675 302 495 595 572
Logansport	Cass	89,152	18,508	53.62	.58					25	531
Marion Michigan City	Grant	91,472	24,496	47.98	.76				****	27 22	582
Mishawaka	La Porte	62,827	26,735 28,630	44.21 17.90	.82		*******	****		17	580
Muncie	Delaware	127,328	46,548	69.20	1.44	0000				26	580 650 495
New Albany	Floyd	30,000	25,819	74.50	.80					28	450
New Castle	Henry	41,000	14,027	39.81	.43					24	409
Peru	Miami	64,500 151,851	12,730 32,493	43.85 59.28	1.01	****				31 30	418 576
Shelbyville	Shelby	26,000	10,618	39.99	.33	****	******	****	****	27	429
South Bend	St. Joseph	346,422	104,193	65.10	3.22	139	15,794	30.57	110.2	29	695
Terre Haute	Vigo	190,000	62,810	63.53	1.94	112			111.8	34	625
Vincennes	Knox	82,789	17,564	40.00	.54					24	473
Whiting	Lake	24,000	10,880	4.16	34					90	496

#### ILLINOIS

ellevilleelleville	Madison Kane St. Clair Cook McLean	75,000 125,703 91,609	30,151 46,589 28,425 47,027 30,930	20.97 37.18 18.02 1.18 42.40	.39 .61 .38 .62 .40	120			103.3	49 42 39 41 49	488 725 486 785 627
lue Islandrookfieldaireaiumet Cityanton	Cook	113,366	16,534 10,035 13,532 12,298 11,718	.42 .26 60.03 .31 26.64	.22 .13 .18 .16 .15	****	********	****		75 20 30 21 18	685 725 405 687 765
entraliahampaignhicagohicago Heights	Clinton-Marion Champaign Cook Cook Cook	90,740 85,486 4,532,032	12,583 20,348 3,376,438 22,321 66,602	31.69 84.79 .56 1.67	.17 .27 44.25 .29 .87	121 125	824,293	62.94	107.7	31 47 54 27 31	513 785 800 705 680
hanville lecatur ast Moline ast St. Louis	Vermilion	158,816 267,181 175,000 112,309	36,785 57,510 10,107 74,347 35,929	41.14 70.36 10.30 47.12	.48 .75 .14 .97	115 117		****	103.2	39 36 10 35 33	570 619 554 483 715
Imhurst Imwood Park vanston orest Park reeport	Du Page	125,000	14,055 11,270 63,338 14,555 22,045	15.29 .28 1.59 .37 55.02	.18 .15 .83 .19 .29	****		****		129 42 42	621 675 840 850 720
lalesburg Iranite City farrisburg Iarvey lighland Park	Knex. Madison Saline Cook Lake	100,000 62,199	28,830 25,130 11,625 16,374 12,203	56.20 1.74 31.38 .42 11.70	.38 .33 .15 .22 .16			****		34 20 18 27 109	525 450 380 745 495
acksenville oliet. Cankakee. Cewanee. .a Grange.	Morgan	85,410 121,541 87,000 85,000	17,747 42,993 20,620 17,093 10,103	51.83 38.88 41.19 38.99 .26	.23 .56 .27 .23 .13	••••		••••		34 48 33 16 17	557 570 545 441 765
a Salle	La Salle	58,000 30,961 80,664	13,149 12,855 14,631 25,829 10,741	13.47 44.56 39.20 .65 .27	.17 .17 .19 .34	****		****		30 24 39 69 20	520 482 486 842 765
Moline Mt. Vernon Oak Park Ottawa Park Ridge	Rock Island	150,000 50,000 48,000	32,236 12,375 63,982 15,094 10,417	32.83 39.89 1.61 15.42 2.61	.43 .16 .84 .20	159				25 17 13 29 12	505 305 785 520 690
Pekin Peoria. Quincy Rockford Rock Island	Tazeweil	46,019 210,000 325,685 353,521 150,000	16,129 104,969 39,241 85,864 37,953	35.01 74.29 62.50 73.15 38.65	.21 1.37 .52 1.12 .50	123 111 130	22,250	37.80	118.2 105.0	34 42 32 27 31	764 747 596 587 590
Springfield Sterling Streator Urbana (See	Sangamon	400,000 46,600 44,028	71,864 10,012 14,728	64.32 25.69 15.08	.94 .13 .19	120			101.6	47 30 24	715 479 512
Champaign)	Champaign Lake	67,000	13,060 33,499	20.33 32.10	.17		000000	****	• • • •	28 36	780 840
West Frankfort Wilmette Winnetka	Franklin	40,000	14,683 15,233 12,166	24.70 .38 .31	.19 .20 .15				****	36 14 15	403 852 843



Authority for statement that American readers spend \$17 every second of every business day for food—U. S. Department of Commerce, Census of Retail Distribution.

# Every Second of every business day chicago american readers spend \$17 for food

Housewives who are buying food are always concerned about the "number of mouths" they have to feed. Grocers and manufacturers who are selling food should be equally concerned about the "number of mouths" they feed. The more mouths, the more profits. The Chicago American offers the greatest "number of mouths" to food advertisers in the evening field. Over 1,600,000 men, women and children acquire their buying habits through advertising in this great newspaper. How much they spend for food every second of every business day is in itself a tidy little sum—\$17 to be exact, which is almost half a million dollars (\$489,000) every day. That should be food for thought, Mr.

Advertiser, if you're not advertising in the Chicago American.

This American market is Chicago's most active food market—for many reasons. It has size, more mouths to feed. It is an evening market, giving complete coverage among women who are the purchasing agents for food products. It is a younger market, on the average, than any other Chicago newspaper provides. Which means it has more families with growing children, the finest kind of market for food promotions. Chicago is America's second largest market for food. Mr. Manufacturer, if you're not using the American, you don't know the half of it. Buy American—and sell!

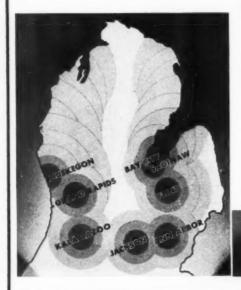
# CHICAGO AMERICAN

...a good newspaper

National Representatives: Hearst International Advertising Service, Rodney E. Boone, General Manager

APRIL 10, 1936

[553]



#### ON THE MAP IN A BIG WAY AT SURPRISINGLY LOW COST!

Michigan's other Detroit . . . the central portion of the state, which contains America's most active and highest paid industrial area . . . can be covered with the eight Booth Newspapers at surprisingly low cost.

You must use Booth Newspapers to cover your Michigan market outside of Detroit. A study of coverage and costs will soon show you why this is true. Cash in on this active, up-trend market with an early schedule.

#### WRITE FOR NEW DATA BOOK

Very little small print and not too many statistics. You'll find it an interesting presentation of a desirable market . . . and the one and only economical way of covering it.

NEW YORK:

CHICAGO:

I. A. Klein, 50 East 42nd Street John E. Lutz, 180 N. Michigan Avenue

# H Newspapers

#### MICHIGAN

CITY	COUNTY		POPULA	TION	-	Bank Debits Ratio 1935 to	Telephones, Major Cities,	City Revenue Receipts, 1934, Major	Postal Receipts, Ratio	Income Tax Returns, 1933, per	Money in come, 1935
		Zone	Municipal	% County	% State	1934	1935	Cities, per capita	Dec. 1935 to Dec. 1934	1000 people	per capita
Adrian Alpena Ann Arbor Battle Creek Bay City	Longwee Alpena Washtenaw Calhoun Bay	58,891 26,684 65,530 119,361 135,651	13,064 12,166 26,944 43,573 47,355	70.33 65.50 41.16 50.06 68.15	.27 .25 .55 .90	130 126 115			105.2	30 19 60 49 28	554 510 750 700 572
Benten Harber Dearborn Detroit Ecorse Escanaba	Berrien Wayne Wayne Wayne Delta	160,831 2,432,998 65,000	15,434 50,358 1,568,662 12,716 14,524	19.04 2.67 83.04 .67 45.00	.31 1.04 32.39 .26 .30	153	253,316	68.39	112.4	33 25 37 17 30	584 510 610 520 404
Ferndale Flint Grand Rapids Grosse Pointe Park Hamtramck	Oakland Genesee Kent Wayne Wayne	277,464 460,000	20,855 156,492 168,592 11,174 56,268	9.87 73.92 70.09 .59 2.99	.43 32.32 34.82 .23 1.16	165 131	16,718 32,645	45.21 41.59	111.7	24 23 38 68	595 635 731 790 710
Highland Park Holland Iron Mountain Ironwood Jackson	Wayne Ottawa Dickinson Gogebic Jackson	27,300 56,070 52,500 150,586	52,959 14,346 11,652 14,299 55,187	2.80 26.14 38.83 45.37 59.79	1.09 .30 .24 .30 1.14	160				39 33 35 34	600 529 396 395 660
Kalamazee Lansing Linoin Park Marquette Menominee	Kalamazooingham	153,359 208,600 40,000 40,000	54,786 78,397 12,336 14,789 10,320	59.96 67.23 .65 33.52 43.63	1.13 1.62 .26 .31	129 134			120.6 110.8 110.6	46 26 10 35 31	650 635 785 420 350
Menree. Mount Clemens. Muskegon. Muskegon Heights.	Monroe Macomb Muskegon Muskegon	52,445 65,000 120,814	18,110 13,497 41,390 15,584	34.51 17.50 48.93 18.41	.37 .28 .86 .32					36 42 25 10	397 415 614 590

#### FOR OVER 40 YEARS

The Outstanding Professional business magazine serving the Optical Trade.

According to Standard Rate and Data Service this is the only Optical publication serving the Optometrist that supplies sworn, paid circulation figures, with distribution of circulation as follows:

Evidence of our leadership is to be found not only in a comparison of editorial content which we welcome, but is proven by the results of surveys that have been made, a recent one made by a recognized agent with the following results:

82% to Professional Optometrists.

9% to Dispensing Opticians, Oculists and the trade as distinguished from the profession. 4% to Students.

Second 158 192 25 33 10 First Optical Journal
Second paper
Third paper
Fourth paper
Fifth paper

5% to Manufacturers, Wholesalers and Miscellancous. If you have a message for the Optometrist or Dispensing Optician or the Optical Manufacturer or Wholesaler, use this publication which is supreme in its field.

## THE OPTICAL JOURNAL and REVIEW of OPTOMETRY

"A Chilton Publication"

NEW YORK, N. Y.

239 WEST 39th STREET

# HOME STRETCH!

THE great horse is the consistent horse—the one that always makes good in the home stretch! The great paper is the one that enjoys continued favor, year after year, and can always be depended upon to lead the field. The Detroit News is a leader of that sort. During the last 22 years it has been FIRST IN AMERICA in advertising 7 times; second 8 times; and third 5 times.

This extraordinary record of The News in Detroit need not be broken down statistically here.

The Detroit News is recognized everywhere for its unique position as a home paper. It has the greatest circulation—both Sundays and week-days—in the Detroit trading area. 76% of the city circulation of The News is home-delivered. Better still, circulation is greatest where incomes are highest; lowest where incomes are low. Advertisers have discovered this to be the factor behind The Detroit News' superior effectiveness in making sales.

It takes more than one horse to make a race—but only the one that leads through the home stretch pays off.

# The Detroit News

THE HOME NEWSPAPER-76% HOME-DELIVERED IN DETROIT

MEMBER METROPOLITAN SUNDAY NEWSPAPERS

New York: I. A. Klein, Inc.

Chicago: J. E. Lutz

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#### MICHIGAN—(Continued)

CITY	COUNTY		POPUL	ATION		Bank Debits Ratio 1935 to	Major Cities,	City Revenue Receipts, 1934, Major	Postal Receipts, Ratio	Income Tax Returns, 1933, per	Spendable Money In- come, 1935
		Zone	Municipal	% County	% State	1934	1935	Cities, per capita	Dec. 1935 to Dec. 1934	1000 people	per capita
Niles	Berrien	40,000	11,326	13.97	.23					30	579
Owesse	Shiawassee Oakland St. Clair Wayne Oakland	40,000 221,431 143,176 85,000	14,496 64,928 31,361 17,314 22,904	36.67 30.74 46.41 .92 10.84	.30 1.34 .64 .36 .47	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0		••••	••••	21 21 35 19 48	576 740 570 505 690
Saginaw Sault Ste. Marie Traverse City Wyandotte Ypsilanti	Saginaw Chippewa Grand Traverse Wayne Washtenaw	181,268 40,358 50,000 60,000 27,000	80,715 13,755 12,539 28,368 10,143	66.86 54.92 62.66 1.50 15.48	1.67 .28 .26 .59 .21	141	000000000000000000000000000000000000000	•		29 31 24 32 40	635 588 607 595 689

#### WISCONSIN

Appleton	Outagamie	105,000 40,000 50,000	25,267 10,622 23,611 10,631 26,287	40.23 50.45 31.83 1.47 63.97	.86 .36 .81 .36				****	64 41 45 24 44	633 486 670 590 665
Fond du Lat Green Bay Janesville Kenosha La Grosse	Fond du Lac Brown Rock Kenosha La Crosse	93,425 134,442 79,553 62,837 180,608	26,449 37,415 21,628 50,262 39,614	44.17 53.26 29.18 79.43 72.74	.90 1.27 .73 1,71 1.35	155				47 56 43 37 44	570 581 685 700 604
Madison	Dane	277,846 72,793 61,298 1,226,108 105,000	57,899 22,963 13,734 578,249 40,108	51.37 39.17 40.96 79.72 52.33	1.97 .78 .47 19.66 1.37	117 116 127	135,963	88.01	108.7	77 46 30 62 46	810 612 421 690 675
Racine	Racine	79,139 126,714 50,000	67,542 39,251 13,479 10,706 13,623	74.90 55.10 1.87 1.47 40.27	2.29 1.33 .45 .36 .46	134		* · · · · · · · · · · · · · · · · · · ·	114.1	43 42 16 39 52	715 650 450 590 506
Superior	Douglas Manitowoc Jefferson-Dodge Waukesha Marathen	140,000 30,000 40,000 46,000 76,694	36,113 10,083 10,613 17,176 23,758	77.52 17.20 32.82 33.64	1.23 .34 .36 .58	119				37 26 42 51 41	615 610 650 665 623
Wauwatosa	Milwaukee Milwaukee		21,194 34,671	2.92 4.78	1.18	****	*******	• • • •	****	116 29	750 550

## East South Central States—County Data

#### KENTUCKY

			PULATIO			BANK DE- POSITS	RENT		FAC- TORY WAGE	IN- COME TAX	STANDA 1938	RDS	NEW	CAR SAL	ES	SPENDA		MONEY 935	INCO	ME
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur- ban	Fam-	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Aver- age Annual 1933	Returns per 1000	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to	Total in thousands	% of State	% of U.S.A.	Per cap-	Ur- ban Fam ily
		State	U.S.A.	Dan		1835	1930	1930	1933	pop. 1933	(per 1000	) pop.)			1934	of \$			ita	Me- dian
Adair 58 Alien 58 Anderson 58 Ballard 58	16.4 15.1 8.4 9.9 25.8	.63 .58 .32 .38	.0134 .0124 .0069 .0081 .0210		3.6 3.7 2.1 2.4 6.2	.8 .5 1.4 .3 2.2	10.00	65 52 60 51 55	444	.9 .8 5.5 1.2 4.4	19 65 40 80 45	75 86 171 144 122	157 114 187 132 395	88 95 50 118 245	178 120 374 112 161	1,538 1,685 1,916 1,488 6,105	.22 .24 .27 .21	.0024 .0027 .0030 .0024 .0097	94 111 226 150 236	
Bath	11.0 38.7 95.5 18.0 43.8	1.48 .37 .69	.0090 .0316 .0078 .0147 .0357	35.9	2.6 7.7 2.6 4.7 9.8	.9 2.9 2.1 3.4 5.4	14.21 12.60 21.85	55 34 61 46 47	422	1.9 6.7 5.6 16.6 19.3	18 21 79 75 80	99 53 202 164 141	51 298 120 296 890	29 315 112 224 692	176 95 107 132 129	1,743 7,950 1,955 3,975 16,935	.25 1.12 .28 .56 2.39	.0028 .0126 .0031 .0063 .0269	205 204 220	96
Boyle	16.2 9.6 21.1 17.3 8.8	.81	.0133 .0078 .0172 .0141 .0072		4.0 2.5 3.8 4.2 2.1	3.2 2.5 .3 1.1 .7	14.31 10.87	50 60 45 58 55	974 569 929	18.7 6.7 1.1 2.5 2.5	88 97 4 37 56	181 191 11 75 123	393 136 51 171 106	227 63 37 99 82	173 216 138 173 129	5,023 1,956 1,594 2,088 1,050	.71 .28 .23 .29	.0033	309 203 75 120 118	
Butler58 Caldwell58	12.6 13.7	.48	.0103	34.5	2.8 3.4	1.5	11.67	61 52		7.3	20 56	37 80	65 135	28 97	232 139	1,385 2,759	.20	.0022	110 201	88

For the convenience of subscribers, two indexes to the material in this issue have been included: One on page 489, the other on page 604.

# It's EASIER

# to Sell Where People

● All criteria of spending power and living standards indicate that there are few places in Uncle Sam's country where people live better than in the Milwaukee-Wisconsin market. Among the cities of 500,000 or more, it rates high in every measure of wealth and good living:

Third in families owning homes.\*

Fourth in families living in individual dwellings.

Fifth in families owning automobiles.

Second in cars over \$650.

Fifth in home rentals over \$50.

Second in families owning radios.

Fifth in families filing income tax returns.

Fifth in families having telephones.

Sixth in the size of its factory payroll.

● Naturally it is easier to sell in Milwaukee because of its high average spending power. And it costs less to sell in this market because The Journal is the only newspaper needed to do the advertising job. With 70 per cent more circulation in the retail trading zone than any other paper. The Journal alone covers the market thoroughly, influentially at one cost.

\* All ratings, except payroll, based on percentage of total.



#### THE MILWAUKEE JOURNAL

National Representatives—O'Mara & Ormsbee, Inc.

New York

960 096

090

Chicago

Detroit

Los Angeles

San Francisco

#### KENTUCKY-(Continued)

			PULATIO thousand:			BANK DE- POSITS	RENT A		FAC- TORY WAGE	COME TAX	STANDA 1935	ARDS	NEW	CAR SAL	LES	SPEND		MONEY I	INCO	
COUNTIES	Total 1930	% of State		% Ur- ban	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Aver- age Annual 1933	Returns per 1000 pop.	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap-	ily
		-cate	J.J.A.	auti .		,535	1930	, 930	1933	1033	(per 1000	pop.)			.034	ot 2			ita	dia
Calloway19 Campbell19 Carlisle	17.6 73.3 7.3	.68 2.81 .27	.0144 .0598 .0060	82.3	4.3 19.3 1.8	1.4 10.6 .3	13.06 27.45	60 59 55	417 914	3.7 34.5 .7	89 38 66	124 154 76	262 1,037 93	176 782 50	133	3,882 28,349 989	4.01	.0450	386	1,3
Carroll	8.1 23.8 16.7 34.2 17.6	1.31	.0066 .0194 .0136 .0279 .0144	31.3	2.1 4.6 3.5 8.1 4.5	1.3 1.5 .6 3.8 4.4	12.79 11.55 11.63	50 56 67 44 50	612 371 448 837	9.2 1.6 .2 9.0 16.1	50 11 11 51 71	156 32 33 101 169	110 104 80 445 303	72 91 65 336 205	114 123 132	1,263 2,940 1,114 6,713 4,231	.42	.0047 .0018 .0107		3 5
Clay 54 Clinton 54 Crittenden 58 Cumberland 58 Daviess 58	18.5 9.0 11.9 10.2 43.7	.45	.0151 .0073 .0097 .0083 .0357		3.4 1.9 2.9 2.1 10.7	.5 .3 1.0 .4 5.6	14,17	52 63 61 57 43	601	.5 1.6 .9 11.3	1 1 44 7 62	10 24 64 42 148	40 42 129 50 839	50 33 93 30 549	139 167	904 634 1,378 976 15,084	.09 .19	.0010 .0021 .0015	70 115 96	5
Edmensen 58 Elliott 45 Estill 54 Fayette 54 Fleming 19	11.4 7.5 17.0 68.5 12.9	.28 .65 2.62	.0093 .0062 .0139 .0558 .0105	21.3	2.4 1.4 3.5 17.1 3.3	.3 .1 .5 20.9 1.9	13.12 23.56	58 63 56 42 61	1,119	5.3 32.7 3.1	20 17 105 59	28 13 63 216 144	54 8 120 1,975 134		50 132	922 696 2,619 35,104 2,356	37 4 4.95	.0011 .0042 .0557	92 153 512	2
Floyd	41.9 21.0 14.9 4.4 11.5	.80 .57	.0122	2 55.1 2 23.4	8.1 4.5 3.6 1.1 2.7	1.5 8.5 1.0 .5	14.55 11.29 12.39	37 48 38 51 56	493 623	3.3 17.5 9.9 2.7 3.9	7 61 87 12 46	42 174 143 124 131	327 459 231 66 137	388 325 256 25 70	141 90 264	6,072 7,945 3,013 736 2,272	5 1.12 3 .43 6 .10	2 .0126 3 .0048 0 .0012	145 377 202 166	5 7 1,1 2
Grant	9.8 30.7 17.0 11.4 24.5	1.18 .66 .43	.0139	26.5	2.6 7.6 4.0 2.7 4.9	2.6 3.4 1.5 1.7	12.10 12.03 11.57 17.89	58 55 63 59 57	564 702	4.8 5.9 1.5 .6 7.3	39 48 54 19 22	217 126 60 72 72	270 458 108 77 203	463 65 60	99 166 128	2,155 6,960 1,965 1,245	5 .30 0 .98 5 .28 5 .18	0 .0034 8 .0110 8 .0031 8 .0020	218 226 115 109	8 6 5
Hancock	6.1 20.9 64.5 14.8 16.1	.23 .80 2.47 .57	.0050 .0170 .0526 .0121	0 12.3 6 10.7 1 29.5	1.5 5.0 12.6	3.5 2.0 3.0 1.4	13.03	62 61 20 55 60	529 332 789 1,072	2.4 5.6 5.1 8.7 2.4	50 67 7 73 30	125 162 58 207 101	101 439 690 297 192	43 281 647 151	235 1 156 7 107 1 197	973 3,239 12,696 3,390	3 .14 9 .46 6 1.79 0 .48	4 .0015 6 .0051 9 .0202 8 .0054	158 155 196 1 228	8
Henderson34 Henry58 Hickman Hopkins58 Jackson54	26.2 12.5 8.7 37.4 10.4	1.01 .48 .32 1.44	.0214 .0102 .0071 .0305	4 44.3 2 1 5 27.2	6.5 3.3 2.1	7.8 2.0 .4 3.7	11.49 10.51 10.08	45 55 50 46 71	836	7.8	35 59 88 42 2	118 167 77 106 27	375 135 111 498 28	224 84 84 418	167 161 132 119	8,092 2,423 1,359 8,152	2 1.14 3 .34 9 .19 2 1.15	4 .0128 4 .0038 9 .0022 5 .0129	3 306 3 192 2 157 9 218	18
lefferson58 lessamine54 lohnson45 Kenton19 Knott54	355.3 12.4 22.9 93.5 15.2	13.59 .48 .88 3.58	.2894 .0101 .0187	4 86.6 1 25.1 7 2 79.8	90.4 3.0 4.5	138.5 1.4 1.5 17.1	22.96 10.60 26.90	44 52 50 53 51	791 1,130 1,119	39.3 4.9 3.5 34.1	92 36 17 113	167 149 45 137	8,700 184 131 1,153 52	6,006 79 138 949	6 145 9 233 8 95 9 121	244,110 2,376 2,622 42,254	0 34.48 6 .34 2 .37 4 5.97	8 .3877 4 .0038 7 .0042 7 .0671	7 687 8 191 2 114 1 452	37 1,
(nox	26.2 9.0 21.1 16.7 9.7	1.01 .35 .81	.0214 .0074 .0172	4 6.6 4 2		.6 1.3 1.0 1.2	10.18	55 64 68 65 57	391 760 1,227	1.4 1.2 1.4 2.9 1.6	5 67 13 16 3	23 141 37 47 40	124 152 119 70 48	116 111 79 61	6 107 1 137 9 151 1 115	1,899 1,280 2,384 1,820	9 .27 0 .18 4 .33	7 .0030 8 .0020 3 .0038 6 .0029	0 73 0 141 8 113 9 108	73
eslie54 etcher54 ewis19	10.7 35.7 14.3	.41 1.36	.0088	1 23.7	1.9 6.8 3.2	.1	10.35	. 48 27 60	634	1.1 3.2 1.5	5 8 27	6 59 75	14 282 90	12 346	2 117 6 82	660	0 .09 3 .62	9 .0010	0 6	81

#### OWENSBORO CONTINUES AS A GOLDEN MARKET!

# Brookmire Predicts 22% Increase in Owensboro Market Income for Next Six Months. Here Are Some Reasons:

DIVERSIFICATION — No wonder Owensboro income is climbing. It shares in the upturn in both agriculture and industry. Tobacco, oil, distilleries, and radio tubes combine to boost purchasing power.

SPENDABLE MONEY INCOME—Sales Management figures show the Owensboro 1935 county income to be 25% higher than the state average. The income gain since the low of 1932 is 132.3% for Daviess County as against 94.1% for the state and less than 50% for the nation.

LIVING STANDARDS-Telephones,

in terms of per 1,000 population, are 26% more numerous in Daviess County than in the state. On the same basis, passenger car registrations are 35% better.

NEW CAR SALES—In 1935 Daviess County bought 53% more new cars than in 1934—a figure markedly better than the 38% increase for the state and 45% for the nation.

A BIG MARKET—AND A BIG MEDIUM—For 50 years the Owensboro Messenger and Owensboro Inquirer have given exclusive coverage of this diversified market of nearly one-quarter million people,

92% of whom are white.

The responsiveness of the public and the cooperation offered by this powerful newspaper medium make the Owensboro market especially attractive for test campaigns.

First in Kentucky in per capita of coverage of city and suburban area. You can do rifle-shot selling in the Owensboro newspapers: 87% of daily and Sunday editions are concentrated in the city and retail trading areas.

Next to Louisville and Lexington in number of readers within Kentucky.

None But the Owensboro Newspapers Can Do the Job in Mid-West Kentucky
The Owensboro Messenger (Morning) The Owensboro Inquirer (Evening)

# Two Surveys Confirm Each Other!

- The Spendable Money Income estimates in these annual Surveys of Spending Power are generally accepted as being among the most useful and most valuable of market indices.
- The Market Research Corporation of America, in February 1936 interviewed leading advertising agency space buyers and heads of research departments, and advertising managers of national advertisers, asking them to rate the value of various market indices.
- The Spendable Money Income estimates, exclusive with SALES MANAGEMENT, were rated third in importance out of twenty types. Only
- "quality and kind of population" and "retail sales by types of outlets" received slightly higher ratings.
- In March 1936 leading newspaper special representatives were asked "what types of information are most likely to interest important men?"
- The votes for Spendable Money Income were exceeded only by mentions of "current business conditions in specific markets."
- Thus buyers and sellers find one thing, at least, on which they can agree.



ME

888

1,079

1,182

1,108

875

# CONSISTENCY... Thou Art a Jewel

Shakespeare

It is a jeweler who holds the record for consistency in advertising. In our first issue of 1869, and ever since then, year after year, month in and month out, the advertising message of L. & M. Kahn & Company has appeared without interruption in every issue of this publication.



#### **67 YEARS**

# 3274 Consecutive Issues IN ONE PUBLICATION An Unbeaten Record

The third generation—Mr. Walter L. Kahn—is now associated with his father, Mr. Walter N. Kahn, in turn successor to his father, Mr. L. Kahn, and his uncle, Mr. M. Kahn. What a splendid tribute to the consistency of the Kahn family in the business of their love and inspiration.

What a demonstration and proof of justified confidence in constructive publishing principles. Isn't it worth our while to talk about and be proud of this record?

Jewelers' Circular-Keystone is the leading and authoritative publication of the jewelry field. It penetrates into every worthwhile corner of the industry with a "Sterling Fine" paid circulation representing "925/1000" coverage of the purchasing power of the jewelry trade.

Make this your main principle of advertising. Let your advertising message be consistent—for consistent results cannot be expected except from consistent efforts.

The only Jewelry Publication—A member of the A.B.C.

# The Jewelers' Circular-Keystone

A CHILTON PUBLICATION

239 West 39th Street

New York City, N. Y.

#### KENTUCKY—(Continued)

FAC-TORY WAGE

Average Annual 1933

869

% Own-ers 1930

62 58

IN-COME TAX

Returns

per 1000 pop. 1933

LIVING STANDARDS 1935

(per 1000 pop.)

Tele-phones

32 43

Pass. Car Reg.

96 72

1935

157 60

NEW CAR SALES

1934

124 46 127 130 SPENDABLE MONEY INCOME 1935

% of % of State U.S.A.

.0034 120 .0017 121

Total in thousands of \$

2,130 1,042 .30 .15

Ratio 1935 to 1934

BANK DE-POSITS OWNERSHIP

Median Rentals 1930

In millions of \$ 1935

1.0 1.2

4.1 2.0

POPULATION (in thousands)

% of of U.S.A. % Urban

.0144

.67

COUNTIES

Lincoln.....58 Livingston.....

Total 1930

ringston	8.6	.33	.0070	2.0	1.2		58		.8	43	72	60	46	130	1,042	.15	.0017	121
gan	21.8 8.5 46.2 14.6 11.0	.84 .33 1.77 .56 .42	.0178 15 .0069 .0377 72 .0119	4 11.7	5.5 5.3	10.33	48 52 43 46 53	930	4.0 2.6 16.6 1.6 1.0	45 17 59 17 55	117 51 143 40 78	291 78 957 67 110	270 86 710 45 49	108 91 135 149 224	3,443 985 21,659 2,780 1,468	.48 .14 3.06 .39 .21	.0055 .0016 .0344 .0044 .0023	157 115 468 1,135 190 132
adison54 agoffin54 arion58 arshall artin45	27.6 15.7 15.4 12.8 8.5	1.06 .60 .59 .49	.0225 23 .0128 .0126 20 .0105	3.0	1.8 1.3	13.30	50 65 58 63 58	229	13.2 .7 4.7 1.5	54 7 51 75	128 179 53 109 19	404 36 205 237 23	280 23 134 127 16	144 157 153 187 144	6,745 843 2,171 1,668 581	.95 .12 .31 .24 .08	.0107 .0013 .0035 .0026 .0009	244 54 140 129 68
ason. 19 eade. 58 enifee. 54 ercer. 58 etcalfe 58	18.8 8.0 4.9 14.4 9.3	.72 .30 .19 .55	.0154 34 .0066 .0040 .0118 27 .0076	1.1	1.7	13.78	49 63 57 57 62	594 838	14.8 1.2 .2 7.4	65 72 7 77 3	149 101 37 188 77	358 124 21 231 66	238 59 6 95 34	150 210 350 243 194	5,499 810 364 2,846 925	.78 .11 .05 .40 .13	.0087 .0013 .0008 .0045 .0015	291 1,050 101 73 196 99
onroe. 58 ontgomery 54 organ 45 uhlenberg 58	13.0 11.6 15.1 37.7 16.5	.50 .45 .58 1.44 .63	.0107 .0095 .0123 .0308 11 .0135	.4 8.	1.8 .5 3.1	11.95	56 51 65 46 60	466 807 789	.2 11.7 .4 3.9 5.5	28 68 16 28 63	58 166 26 78 162	81 222 52 332 312	55 149 26 251 170	147 149 200 132 184	1,112 2,815 1,279 4,729 2,799	.16 .40 .18 .67 .40	.0018 .0045 .0020 .0075 .0044	85 241 910 85 125 169
icholas 54 hio 58 idham 58 wen 19 wsley 54	8.5 24.4 7.4 10.7 7.2	.33 .94 .28 .41 .28	.0060	2. 5. 1. 2.	1.5 .4 1.3	13.34	58 61 52 61 64	813	4.3 1.4 8.8 1.5	46 46 75 23 16	151 68 147 113 14	96 131 121 89 12	61 68 63 84 4	157 193 192 106 300	1,658 2,170 1,810 1,770 544	.23 .31 .26 .25 .08	.0026 .0034 .0029 .0028 .0009	193 89 244 165 75
endieton. 19 erry 54 ke 45 ewell 54 alaski 54	63.2 5.8	.42 1.61 2.42 .22 1.36	.0089 .0344 16 .0515 5 .0047 .0290 15	11.	1.1 3.5 .3	12.57	62 31 41 60 65	623 827 791	4.0 4.3 3.6 .3 4.3	36 16 5	166 37 52 34 60	95 312 578 17 232	61 290 562 14 195	156 108 103 121 119	2,217 9,931 8,721 588 4,288	.31 1.40 1.23 .08 .61	.0035 .0158 .0138 .0009 .0068	204 235 138 101 120
bertson. 19 beksastle 54 bwan. 45 ussell 54 bott. 54	3.3 15.1 10.8 11.9 14.4	.13 .58 .42 .46 .55	0000	3. 2. 2. 3. 3.	.3 2 .8 1 .5	12.64	65 62 61 66 51	913	1.1 2.2 .2 10.8	30 12 20 19 56	168 29 48 35 177	38 30 71 60 297	15 32 76 32 167	253 94 93 188 178	556 1,568 932 944 3,065	.08 .22 .13 .13 .43	.0009 .0025 .0015 .0015 .0049	166 104 85 79 213
nelby 58 impson 58 pencer 58 aylor 58 odd 58	17.6 11.3 6.6 12.0 13.5	.68 .44 .25 .46 .52	.0099		.8 .3 .3	12.26 11.98 11.08	47 47 53 63 50	927	7.9 4.2 1.7 3.3 2.1	62 61 51 64 44	180 140 157 137 91	384 134 156 227 138	245 98 68 112 117	157 137 229 203 118	4,890 1,671 1,331 2,526 2,114	.69 .24 .19 .35 .30	.0078 .0027 .0021 .0040 .0034	276 147 201 210 156
rigg	12.5 5.3 17.0 33.6 12.6	.48 .21 .65 1.29 .48	.0102 .0044 .0139 14 .0274 36		3 .5 0 2.1 4 4.3	13.77	49 58 49 52 62	736 720 761	1.8 .9 4.1 10.6 4.4	28 68 46 51 51	71 107 120 166 129	104 41 344 725 166	132 35 202 446 97	79 117 170 163 171	1,684 590 3,419 8,098 1,984	.24 .08 .48 1.14 .28	.0027 .0009 .0054 .0129 .0031	134 110 200 240 1,0 157
Vayne	20.5 29.7 8.4	.61 .78 1.14 .32 .42			3 2.0 2 3.1 5 .1		58 52 51 58 47	629	2.2 6.4 .5 12.4	13 28 25 62	42 87 76 25 182	86 215 335 24 237	60 148 320 17 180	143 145 105 141 132	1,266 3,377 4,530 688 1,963	.18 .48 .64 .10 .28	.0020 .0054 .0072 .0011 .0031	79 164 152 81 179
STATE TOTAL	2,614.5	100	2.1296 3	0.5 609.	4 375.6	14.35	50	790	12.6	49	110	35,762	25,889	138	707,821	100	1.1237	276 1,0
						T	EN	NI	ES	SE	E		1 1			ı	1	
nderson 52 edford 67 enton 67 ledsoe 17 lount 52	21.0 11.2 7.1	.75 .80 .43 .28 1.30	.0161 .0172 2 .0092 .0058 .0277 3	2	1 1.9 5 .1 3 .2		51 48 59 57 42	481	5.4 3.1 .6 .4 6.6	13 50 7 14 23	130 140 62 60 123	369 363 77 60 418	330 208 45 43 214	112 175 171 140 195	4,554 4,508 1,325 635 5,242	.57 .17 .08	.0010	231 214 117 89 154
radley	26.8 8.9 26.1	.87 1.03 .34 1.00 1.12	.0186 3 .0219 .0073 . .0213 .	9.8 5 2	1 3.0 5 2.0 0 .1 2 1.6 8 .2		50 46 56 52 63	536 499 1,141 860	6.2 3.3 .6 3.0 8.5	40 18 77 63 29	135 78 81 92 86	418 286 41 225 397	238 291 23 149 315	176 98 178 151 126	4,820 3,814 998 3,961 6,638	.49 .13 .50	.0063	211 1 142 112 152 227
heatham67 hester61	10.6 24.3	.34 .40 .93 .37 .83	.0074 .0086 .0198 .0078 .0177 1	2	0 .4 .3 .5 .9 .8 .0 .1		51	424	1.2 1.6 1.0	12 35 11 6 11	102 67 61 30 75	80 78 201 39 136	57 44 147 17 121	141 177 137 229 112	1,367 2,457 2,568 757 3,140	.33	.0039 .0041 .0012	151 232 106 79 144
laiborne	9.5 21.7			1	0 10		53	437	5.4 1.8	42 31	95 91	175 155	112 106	156 146	2,645 2,420 1,205	.31	.0038	157 139 105
laiborne         52           lay         67           ocke         52           offee         67           rockett         61           umberland         67           lavidson         67	21.7 16.8 17.3 11.4 222.8	.44 8.52	.0137 2 .0141 . .0093 . .1815 6	9.0 53	.0 .8	17.60	38 59 41 52	773	2.0 37.1 .6	14 98 33	72 156 47	5,552 59	4,102 48	135	138,635 1,48	17.65	. 2201	622 1,
laiborne52 lay67	21.7 16.8 17.3 11.4 222.8 10.1 7 14.2 7 18.4 131.4 1 28.8	.66 .44 8.52 .39 .54 .71 1.20 1.10	.0141 .0093 .1815 6 .0062 .0116 .0151 1 .0256 2 .0235	315.6 427.8 7	.0 .8 .3 .6 .2 89.7	17.60 17.17.60 14 11.24	59 41	773	2.0 37.1	14 98	156	5,552	4,102	135 123 259 134 122 108	138,635	7 .20 5 .36 6 .44	.0024 .0024 .0024 .0044 .0109 .0055	108

#### TENNESSEE—(Continued)

			PULATION THOUSAND			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	STANDA 1935	RDS	NEW	CAR SA	ALES	SPEND		MONEY 935	INCO	ME
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur- ban	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Average Annual 1933	Returns per 1000 pop. 1933	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap- ita	Ur- ban Fam ily Me- dian
Greene52	35.1	1.34	.0286	15.7	7.5	2.8	11.38	58	466	5.0	21	111	349	223	157	5,167	.66	.0082	147	
Grundy	9.7 16.6 159.4 9.6 22.1	.37 .63 6.10 .37 .85	.0079 .0135 .1299 .0079 .0181		2.0 3.7 37.9 1.9 4.7	1.2 46.4 .1 1.3	12.55 17.95	49 56 38 60 36	403 378 651	3.3 7.4 26.2	14 37 65	55 133 137 30 73	32 334 3,032 32 146	35 268 2,032 20 144	92 125 149 160 101	1,079 3,657 84,847 534 2,653	.47 10.80 .07	.0017 .0058 .1346 .0008 .0042	55	95 1,30
Hardin	16.2 24.1 26.0 17.6 26.4	.62 .92 1.00 .67 1.01	.0132 .0196 .0212 .0144 .0215		3.5 5.2 5.8 4.0 6.1	1.4 1.2 1.0 2.1	11.88	45 60 26 52 52	586 409 959	1.4 3.7 3.4 2.5 6.5	16 12 24 47 53	51 90 58 75 97	161 181 183 150 313	76 136 159 92 171	212 133 115 163 183	1,849 3,144 3,951 2,644 4,641	.24 .40 .50 .34	.0029 .0050 .0063 .0042 .0074	114 130 151 149 176	
lickman. 67 louston. 67 lumphreys 67 ackson. 67 lefferson. 52	13.6 5.5 12.0 13.5 17.9	.52 .21 .46 .52 .69	.0111 .0045 .0098 .0111 .0146		2.9 1.2 2.6 2.9 3.8	.7 .1 .5 .5		51 50 47 46 54	120	1.8 .9 1.8 .7 2.6	19 10 22 26 28	82 56 71 45 112	123 20 110 95 194	71 27 45 46 109	173 74 244 207 178	1,656 598 1,884 1,149 1,842	.21 .08 .24 .15 .23	.0026 .0009 .0030 .0018	122 108 156 84 103	
lohnson	12.2 155.9 10.4 23.4 26.7	.47 5.96 .40 .90 1.02	.0099 .1270 .0085 .0191 .0218		2.4 34.8 2.7 5.4 5.6	.3 30.4 .3 1.9 1.4	18.58 10.67 10.66 10.41	69 46 12 30 48	664 365 439	1.2 21.2 5.4 4.5 2.1	19 66 21 22 19	64 145 83 87 83	75 2,732 156 238 299	2,090 153 217 125	163 131 102 110 239	1,053 73,413 2,265 3,989 3,513	.13 9.35 .29 .51 .45	.0017 .1166 .0036 .0063 .0056	216 170	1,41
ewis 67 Incoln 67 ondon 52 VcMinn 52 VcNairy 61	5.2 25.4 17.8 29.0 19.9	.20 .97 .68 1.11 .76	.0043 .0207 .0145 .0236 .0612	39.5 33.0	1.1 5.8 3.7 6.3 4.3	.3 1.6 1.0 2.0		46 43 46 56 46	488 368 586	2.1 4.0 4.7 5.6 .7	8 45 26 28 34	76 113 117 94 60	78 367 275 375 133	44 284 141 238 73	177 129 195 158 182	820 3,969 2,607 7,658 2,470	.10 .51 .33 .97 .31	.0013 .0063 .0041 .0122 .0039	156 156 146 264 124	
Macon 67 Madison 61 Marion 17 Marshall 67 Maury 67	13.8 51.0 17.5 15.5 34.0	.53 1.95 .67 .60 1.30	.0113 .0416 .0143 .0127 .0277	19.9	3.2 12.5 3.6 3.9 8.3	.4 6.6 .9 1.5 1.0	13.10	55 36 46 50 45	600 468 519 444	.5 16.4 4.8 3.8 9.1	71 52 22 57 50	52 117 66 149 139	63 752 125 349 675	31 636 107 129 459	203 118 117 270 147	1,253 17,825 2,607 2,753 10,773	.16 2.27 .33 .35 1.37	.0020 .0283 .0041 .0044 .0171	90 349 148 177 316	99
Veigs	6.1 21.3 30.8 4.0 13.6	.24 .82 1.18 .15 .52	.0050 .0174 .0252 .0033 .0111	29.9	1.2 4.4 7.2 .9 2.5	.1 .8 4.1 .3 .3	11.22	44 54 45 57 54	531 615	.7 2.9 13.6 .7 2.8	5 22 43 23 16	66 70 103 58 53	39 151 436 40 81	22 101 271 18 41	177 150 161 222 198	362 2,524 6,758 429 1,129	.05 .32 .86 .05 .14	.0006 .0040 .0107 .0007 .0018	59 118 219 106 82	
Obion	29.0 18.0 7.1 5.6 15.6	1.11 .69 .28 .22 .60	.0237 .0147 .0058 .0046 .0128	20.1	7.0 3.6 1.5 1.1 2.9	2.6 .4 .3 .3	11.32	44 55 45 61 37	558	4.3 .9 .6	55 5 24 5 22	111 31 59 24 68	454 71 58 16 148	285 49 30 9 117	159 143 193 178 126	7,225 1,545 947 411 2,625	.92 .20 .12 .05 .33	.0115 .0025 .0015 .0007 .0042	248 85 132 73 167	
Putnam	23.7 13.8 24.4 28.1 32.2	.91 .53 .93 1.08 1.23	.0194 .0113 .0199 .0230 .0263	34.6	5.0 2.9 5.0 6.6 7.5	1.5 .6 1.5 .8 1.5	11.55 10.01	56 50 49 41 46	355 340 445 390 536	4.1 3.2 6.4 6.5 7.3	37 21 31 36 56	82 77 94 133 142	244 143 290 458 686	187 86 169 327 462	130 166 172 140 147	2,775 1,633 4,523 6,206 8,407	.35 .21 .58 .79 1.07	.0044 .0026 .0072 .0099 .0133	117 118 184 220 260	
52 Sequatchie 17 Sevier 52 Shelby 61 Smith 67	14.0 4.0 20.4 306.4 15.4		.0115 .0033 .0167 .2496 .0126	82.5	2.7 .8 4.1 80.3 3.6	.7 .1 .7 100.4 .9	16.53	54 61 54 36 52	466 515 723 716	1.0 32.9 1.0	9 31 9 90 65	42 52 90 141 103	101 27 152 7,271 150	72 13 91 6,246 68	140 208 167 116 221	1,431 365 2,533 186,559 1,609	.18 .05 .32 23.75 .20	.0023 .0006 .0040 .2962 .0026	102 90 124 608 104	1,35
tewart	13.2 51.0 28.6 27.4 5.6	1.10	.0108 .0416 .0233 .0224 .0046	10.6 12.3	2.8 10.9 6.8 6.1 1.3	.5 6.6 1.8 2.4	14.45	53 53 57 31 52	430 533	.5 13.5 3.6 3.1 1.8	18 85 50 22 62	51 157 129 78 157	1,002 284 222 123	53 778 222 196 46	126 129 128 113 268	1,680 12,358 4,289 3,875 1,327	.21 1.57 .55 .49 .17	.0027 .0196 .0068 .0062 .0021	150	
Unicei	12.6 11.3 3.5 20.2 45.8		.0103 .0093 .0024 .0165 .0373	19.3	2.5 2.3 .7 4.7 9.6	.5 .2 .1 2.4 6.1	10.37	61 65 50 54 53	843 324 611	9.9 .1 2.9 14.5	42 33 47	84 76 32 92 136	116 75 6 168 771	96 52 6 121 568	121 144 100 139 136	2,164 1,030 195 2,378 13,913	.28 .13 .02 .30 1.77	.0034 .0016 .0003 .0038 .0221	117	
Vayne 67 Veakley 61 Vhite 67 Villiamson 67 Vilson 67	12.1 29.2 15.5 22.8 23.9	.46 1.12 .59 .87 .92	.0099 .0238 .0127 .0186 .0195	14.7	2.5 7.2 3.3 5.1 5.9	1.2 1.1 1.9 1.3	10.77	43 52 51 48 57	187 445 373 758 459	.7 2.2 1.7 6.1 3.3	28 92 26 49 64	49 103 81 144 145	92 283 156 326 381	51 179 67 192 241	180 158 233 170 158	840 5,120 1,803 3,604 4,876	.10 .65 .23 .46	.0013 .0081 .0029 .0057 .0077	116	
STATE TOTAL	2,616.5	100	2.1312	34.2	600.6	380.7	13.66	45	641	13.2	50	111	38,447	28,077	137	785,539	100	1.2471	301	1,04
							A	L	A B	AN	A A									
Autauga 68 Baldwin 65 Barbour 66 Bibb 10 Blount 10	19.6 28.2 32.4 20.7 28.0	1.23	.0160 .0230 .0264 .0169 .0228	16.0	4.4 6.5 7.1 4.5 5.8	.8 .5 .3		28 56 27 30 44	273 329 326 730	2.6 4.7 4.0 2.2	8 10 17 5	49 82 52 61 46	117 376 268 188 190	117 262 288 162 89	100 144 93 104 213	2,139 2,704 3,307 1,968 2,135	.38 .48 .59 .35	.0034 .0043 .0053 .0031 .0034	109 95 102 95 76	
Bullock 66 Butler 66 alhoun 10 hambers 4	20.0 30.1 55.6 39.3 20.2	.76 1.14 2.10 1.49	.0163 .0246 .0453 .0320 .0165	13.2 51.8 13.2	4.6 6.5 12.1 8.2 4.1	1.0 1.6 5.8 .1	10.81	20 33 33 20 34	379 523	2.4 3.6 9.1 2.8	10 13 28 3 11	37 55 98 64 55	149 355 892 373 100	136 237 682 361 125	110 150 131 103 80	1,699 3,733 16,084 3,996 2,019	.30 .66 2.86	.0027 .0059 .0255 .0063 .0032	85 124 289 102 99	81
Chilton10 Choctaw	24.5 20.5	.93	.0200		5.3 4.4	1.0		45 35	588 292	1.7	9	73 32	247 97	188 88	131 110	2,292 1,293	.41	.0036	.93	

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Urban Family Median

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#### $A\ L\ A\ B\ A\ M\ A — (Continued)$

			PULATIO			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	STANDA 1935	RDS	NEW	CAR SAL	.ES	SPENDA		MONEY 935	INCO	VIE
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur- ban	Fam- ilies	In millions of \$ 19 35	Median Rentals 1930	% Own- ers 1930	Average Annual 1933	Returns per 1000 pop. 1933	Tele- phones (per 1000	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	%cf State	% of U.S.A.	Per cap- ita	Ur- ban Fam- ily Me- dian
Clarke65 Clay10 Cleburne10	26.0 17.7 12.8	.98 .67 .48	.0212 .0145 .0105		5.7 3.7 2.6	.6 .5 .3		47 46 46	336 402	2.2 .9 1.5	12 21 2	45 60 56	194 131 90	189 146 70	103 90 129	2,121 1,552 1,146	.38 .28 .20	.0034 .0025 .0018	82 87 88	****
Coffee	32.5 29.8 25.4 12.4 41.3	1.13 .96 .47	.0243 .0207 .0101		6.7 6.7 5.3 2.5 8.6	1.0 .3 .2 1.4	11.30	29 33 43 41 33	355 844 395 415 369	1.3 9.3 1.8 .9 3.1	8 29 7 5 18	50 103 46 62 61	244 613 153 87 448	252 404 151 87 389	97 152 101 100 115	3,867 5,156 2,288 998 4,200	.69 .92 .41 .18 .75	.0036	119 173 90 80 102	88
Crenshaw     66       Culiman     10       Dale     66       Dailas     66       De Kalb     17	23.6 41.0 23.1 55.0 40.1	2.08	.0189	6.7 13.3 32.6 8.4	5.1 8.5 6.0 13.6 8.2	1.6 .6 6.0 1.0	10.31	33 51 36 20 47	328 532 369 517	1.1 2.4 1.9 10.2 1.6	9 13 14 27 17	52 74 66 67 61	198 397 165 702 341	156 233 143 548 277	127 170 115 128 123	2,399 4,138 2,531 12,519 3,817	.43 .74 .45 2.22 .68		101 101 109 227 95	
Elmore. 66 Escambia 65 Etowah. 10 Fayette. 10 Franklin 10	34.2 27.9 63.3 18.4 25.3	1.06 2.39 .70	.0516	20.9 58.6	7.2 5.7 13.6 3.9 5.2	1.3 1.5 3.8 1.3	11.78	30 46 31 47 43	416 413 629 380 679	2.6 4.8 7.0 2.2 2.1	11 14 23 4 16	71 64 90 63 61	338 376 871 156 279	359 365 630 163 244	94 103 139 96 114	3,647 5,932 17,643 3,141 3,403	3.14	.0094 .0280 .0050	106 212 278 170 134	89
Geneva 66 Greene 10 Hale 10 Henry 65 Houston 66	30.1 19.7 26.2 22.8 45.9	.75 .99 .86	.0161		6.2 4.8 6.1 4.7 9.9	.9 .5 .1 .6 3.7	10.92	32 16 25 26 31	339 356 742 327 391	1.4 2.3 2.3 1.0 4.7	7 6 5 5 17	55 33 43 52 73	245 111 153 169 512	273 106 135 186 490	90 105 113 91 104	3,587 1,730 2,461 2,674 10,740	.44	.0027 .0039 .0042	119 87 94 117 234	
Jackson	36.8 431.4 18.0 41.1 26.9	16.31 .68 1.55	.3513 .0147 .0338	71.2	3.7	1.0 67.9 .4 3.3 .4	13.33	40 34 44 40 30	497 733 460	1.8 18.7 .9 6.2 1.2	8 48 6 34 9	48 106 57 96 50	225 6,853 131 610 193	259 5,747 138 479 147	87 119 95 127 131	3,443 175,923 2,276 10,309 2,814	1.83	.2793 .0036 .0164	93 407 126 251 104	1,2
Lee and Russell Limestone 10 Lowndes 66 Macon 66 Madison 10	36.6 36.6 22.8 27.1 64.6	1.38 .86 1.02	.0298	7 43.1 8 11.5 9 12.2 8 17.8	5.3 5.9	2.5 .8 .1 .6 3.8		27 29 15 22 27	526 425 327 451 515	5.9 1.8 1.7 4.6 6.4	24 12 3 12 19	77 58 29 53 79	405 310 109 216 679	679 263 106 260 578	60 118 103 83 117	9,300 3,412 2,110 2,710 16,985	.61	.0054 .0033 .0043	92	
Marengo10 Marion10 Marshall10 Mobile65 Monroe65	36.4 25.9 39.8 118.3 30.0	1.51 4.47	.0212	4 13.9 4 61.4	5.1 8.3	1.3 .5 1.9 32.5	11.64 13.82	22 46 42 41 31	328 487 687 408	2.9 1.1 1.6 22.5 1.6	11 5 10 49 8	36 46 70 114 48	255 159 424 1,549 241	227 187 331 1,243 236		3,675 3,147 4,128 60,680 2,827	.56 .73	.0050 .0066 .0963	104 513	1,0
Montgomery	98.6 46.1 28.3 24.9 32.2	1.78	.0370			22.0 3.3 .4 .5 3.3	11.73 12.99	29 39 25 32 27	601 547 591 326	30.0 6.5 3.8 1.5 4.7	60 30 12 4 19	112 88 42 45 76	1,794 697 198 191 357	1,554 607 176 170 377		2,336	1.99	.0177 2 .0037 7 .0033	88	8
Randolph4 Russell10 St. Clair10 Shelby10	26.8 27.3 24.5 27.5	1.04	.019	4		.7 .6 .5		37	441 346 492 480	1.3 .8 2.1 3.4	8 1 7 9	67 75 63 63	216 196 197 221	206 192	96	2,313	31	.0034 1 .0037	87	
Sumter	45.2 31.1 64.1 59.4	1.01 1.71 1.10 2.41 2.21	.021 1 .036 3 .025 3 .052 5 .048	9 8 25.8 4 14.4 3 32.2 4 13.1	9.2 6.5 13.9	3.0 1.3 7.3 1.6		21 27 29 33	588 535 609 455 346	5.7 2.1 9.9 4.3 1.5	14 14 26 8 5	79 76 85 69 37	192 480 402 731 491 86	488 314 613 495	98 1 128 1 119 9 99	2,389 5,14 2,92 17,13 9,42	.41 7 .91 4 .51 1 3.04 5 1.61	2 .0038 1 .0082 2 .0048 4 .0272 7 .0150	116 96 267 158	1
Wilcox 10 Winston 10					5.7 3.1			. 21 50	425 477	1.7 2.1	6 13	38 58	151 143			2,34 1,48	4 .4			
STATE TOTAL	2,646.	100	2.155	4 28.1	591.6	209.1		. 33	570	7.7	23	75	29,407	25,560	115	_	-	.8933	21	2

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Adams	23.5 23.6 19.7 26.0 9.8	1.17 1.18 .98 1.29 .49	.0191 56.9 .0192 26.3 .0160 .0212 12.4 .0079	6.2 5.5 4.2 5.7 2.1	2.7 .7 .3 1.1	12.26	26 42 42 44 31	430 502 465	14.9 5.0 .9 2.8	39 29 8 13	92 106 48 64 53	308 326 116 184 68	265 258 101 154 46	116 126 115 119 148	7,098 5,140 1,995 4,808 893	1.81 1.31 .51 1.23 .23	.0113 .0082 .0032 .0076 .0014	301 217 101 185 91
Bolivar 61 Calhoun 61 Carroll 61 Chickasaw 61 Choctaw 61	71.0 18.0 19.7 20.8 12.3	.90 .98 1.04	.0578 4.5 .0147 .0160 .0169	19.0 3.9 4.3 4.6 2.6	1.3 .2 .2 .2 .7	10.13	12 42 27 35 58	546 652 562 396	6.1 .4 1.0 2.4 1.1	10 5 5 19 5	65 68 44 66 54	564 152 87 156 62	520 95 82 119 62	108 160 106 131 100	12,630 2,464 2,036 3,026 1,175	3.22 .63 .52 .77 .30	.0201 .0039 .0032 .0048 .0019	178 136 103 145 95
Claiborne	12.1 19.6 17.9 46.3 31.6	.61 .98 .89 2.30 1.57	.0098 .0160 .0146 26.0 .0377 21.6 .0257	3.0 4.2 4.2 12.7 7.1	.9 .4 1.5 5.1 2.7	13.26	24 46 34 11 41	482 723 341	6.0 1.1 3.6 10.0 3.7	12 10 19 22 19	66 59 57 82 82	110 125 131 476 386	109 104 100 473 214	101 120 131 101 180	1,525 2,803 2,287 10,422 5,319	.39 .72 .58 2.66 1.36	.0024 .0045 .0036 .0165 .0084	125 142 128 225 168
Covington De Soto 61 Ferrest 71 George 65	* 15.0 25.4 30.1 12.2 7.5	.75 1.27 1.50 .61 .37	.0122 .0207 .0245 61.7 .0099 .0061	3.1 6.0 7.2 2.7 1.5	.2 .8 5.1 .2 .4		51 18 46 36 58	529	.9 2.5 12.2 1.8 .8	17 6 42 1 15	57 62 120 62 68	90 158 585 79 60	57 161 456 81 34	158 98 127 98 176	2,610 4,609 9,822 1,985 1,450	.67 1.18 2.51 .50 .37	.0041 .0073 .0156 .0032 .0023	174 181 326 162 193
Greene 65 Grenada 61	10.6 16.8	.53 .84	.0086 .0136 25.8	2.2	4.8		49 27	434	1.2	1 18	40 77	40 197	41 142	98 139	2,049 3,347	.52 .85	.0033 .0053	192 199

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			PULATI			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	STANDA 1935	RDS	NEW (	CAR SAL	.ES	SPENDA		MONEY 935	INCO	ME
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur- ban	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Average Annual 1933	Returns per 1000 pop. 1933	Tele- phones (per 1000	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap- ita	Ur- bar Fan ily Me dia
lancock71 larrison	11.4 44.1 85.1	.57 2.20 4.24	.0359	32.6 68.8 56.7	2.5 10.4 19.4	2.2 19.7	12.23 18.07	55 49 32	224 553 557	6.9 15.9 19.1	23 38 63	69 124 139	66 607 1,799	67 464 1,674	99 130 107	2,649 15,041 40,124	3.84	.0042 .0239 .0637	232 341 471	1,0
loimes 61 lumphreys 61 saquena 61 awamba 61 ackson 65	38.5 24.7 5.7 18.2 15.9	1.23 .29 .91	.0201 .0046 .0148		9.2 6.4 1.5 3.8 3.8	1.9 .6	12.43	24 12 9 44 54	466 376 574	4.3 4.5 2.4 3.1 6.8	14 6 1 28	68 55 48 43 106	375 181 46 65 176	327 159 67 58 92	115 114 69 112 191	7,242 4,487 774 1,647 2,332	1.14 .20 .42	.0115 .0071 .0012 .0026 .0037	188 181 135 90 145	
asper offerson offerson Davis ones emper	18.6 14.2 14.2 41.4 21.8	.71 .71 2.06	.0116	43.4	3.7 3.4 3.0 9.3 4.6	.4 .6 .2 5.7 .2	10.97	49 24 44 45 36	558	2.7 .4 8.5 1.3	2 6 13 33	47 47 38 82 33	135 91 59 490 107	69 83 62 358 59	196 110 95 137 181	1,745 1,935 2,050 10,327 2,214	.49 .52 2.64	.0028 .0030 .0033 .0164 .0035	94 135 144 249 101	
fayette 61 mar 71 uderdale uvrence	19.9 12.8 52.7 12.4 21.8	.64 2.62 .62	.0104 .0429	9 60.5	4.5 2.8 12.5 2.6 4.6	.8 .2 7.2 .2 .4	11.31	35 49 42 49 48	321 577 224	2.1 1.3 12.3 .9	20 6 45 7 3	69 53 112 77 62	143 65 688 100 168	112 62 549 89 145	128 105 125 112 116	2,563 2,141 15,878 1,550 2,155	.55 4.05 .40	.0041 .0034 .0252 .0025 .0034	128 167 301 124 99	
ee. 61 Flore 61 ncoln 71 owndes 61 ladison 61	35.3 53.5 26.3 29.9 35.7	2.66 1.31 1.49	.043	7 18.0 5 20.7 4 20.0 4 35.8 1 13.2	8.1 13.6 5.7 7.4 8.3	2.7 3.5 1.9 3.9 1.2	11.93 13.68	36 11 48 30 21	467 540 506 445 489	4.1 9.7 5.4 8.7 3.6	32 19 17 27 10	111 75 71 92 52	498 617 297 330 263	389 512 240 256 230	126 121 124 129 123	6,854 9,641 6,340 6,320 5,123	2.46 1.62 1.61	.0109 .0153 .0101 .0100 .0081	194 180 241 211 143	
larion 71 larshall 61 lonroe 61 lontgomery 61 eshoba	19.9 24.8 36.1 15.0 26.6	1.80	.020 .029 .012	2 24.2 2 19.7 2 17.3 7 9.5	4.2 5.6 8.3 3.3 5.7	1.3 2.5 2.2 .8 1.3		51 26 34 40 47	363 837 397 444 381	4.3 2.6 4.0 3.3 1.7	10 10 25 23 7	67 52 61 83 48	198 153 278 149 178	172 123 256 105 164	115 124 109 142 109	3,947 3,726 5,506 2,840 5,017	.95 1.41 .72	.0063 .0059 .0087 .0045 .0080	198 149 152 189 188	2
ewton oxubee 61 ktibbeha 61 nola 61 earl River 71	22.9 25.5 19.1 28.6 19.4	1.2	.020 .015 .023	8 5 18.8	4.9 6.0 4.2 6.8 4.1	2.0 1.5 1.2		52 21 39 26 38	321 338 532 438	1.9 2.9 4.0 3.7 4.7	9 9 25 14 12	74 42 76 65 68	232 178 251 204 164	175 108 156 181 122	161 113	4,423 3,397 2,983 4,347 4,207	.87 .76	.0054	193 133 156 152 217	3
erry. 65 ike 71 ontotoc 61 rentiss 61 uitman 61	8.1 32.2 22.0 19.2 25.3	1.10	0 .026 0 .017 6 .015	2 31.2 9	1.7 7.2 4.9 4.2 6.2	2.3 .7	11.26 10.06 10.83 10.75	52 49 39 38 11	617 357	8.3 .8 .9 2.6	4 32 5 22 3	56 101 57 51 48	62 368 120 117 143	50 419 83 75 124	88 145 156	818 7,853 2,975 3,250 3,434	2.00 .76 .83	.0047		5 .
ankin cott harkey 61 mpson mith	20.3 20.9 13.8 20.8 18.4	1.0	017 0 .011 4 .017	0 3 0	4.5 4.4 3.7 4.5 3.7	1.4 .1 .6 .2	10.76 11.25	42 49 10 44 48	468 401	0	9 12 8 8 8 5	63 62 60 58 41	159 214 147 176 110	110 180 122 112 87	119 120 157	5,120 2,820 1,783	1.31	.0081	88	5
tone 71 unflower 61 allahatchie 61 ate 61 ippah 61	5.7 66.3 35.5 17.6 18.6	3.3 1.7	0 .054 7 .028 8 .014	0 4.7 9	1.2 16.1 8.7 4.1 4.0	1.7 .4 .7 .8	11.18	57 9 12 24 43	452	3.0 4.0 3.3 2.2 1.7	21 7 6 11 8	106 53 40 71 54	66 528 217 142 104	55 445 157 126 75	117 138 113	10,220 4,989 2,22	8 2.61 9 1.27 7 .57	.0162 .0079 .0035	154 140 126	0
ishomingo 61 unica 61 nion 61 Valthall 71 Varren		1.0	6 .017 6 .017 9 .011	3 14.9	2.8	.5 .8 1.3 1.3 9.2	10.61	47 6 38 49 31	370 675	.7 5.3 2.4 1.5 22.8	20 7 16 8 53	59 52 70 76 98	102 156 172 139 504	222 133 68	70 129 204	2,61 2,68 2,25	9 .67 1 .68 9 .58	.0042 3 .0043 3 .0036	12 12 16	8 .
/ashington61 /ayne61 /ebster61 /ilkinson71 /inston	15.2 12.1 13.9	.6	6 .012 0 .009 8 .011		3.1 2.6 3.1	.4	11.56		513 338 285 418 441	13.4 1.4 1.5 3.5 2.2	27 6 6 13 10	87 41 75 60 43	672 100 117 109 155	80 79 66	125 148 165	1,73 2,23 2,30	9 .44 4 .57 1 .59	.0028 7 .0038 9 .0037	11: 18: 16:	3 .
alobusha 61 azoo 61	17.1 37.1	7 .8 2 1.8		14 21.0 03 14.9			11.32	. 37 20	473 482	4.8 5.6	17 14	69 61	141 355	100			2 .85 7 1.57	.0053		7 .
STATE TOTAL	2,009.	100	1.637	70 16.8	471.7	140.3		. 32	490	5.8	19	72	19,226	15,90	121	391,85	3 100	.622	19	5 .

## East South Central States—City Data

#### KENTUCKY

CITY	COUNTY		POPULA	TION		Bank Debits Ratio 1935 to	Major Cities,	City Revenue Receipts, 1934, Major	Receipts, Ratio	Income Tax Returns, 1933, per	Money in- come, 1935
		Zone	Municipal	% County	% State	1934	1935	Cities, per capita	Dec. 1935 to Dec. 1934	1000 people	per capita
Ashland Bowling Green Covington Fort Thomas Frankfort	Boyd	96,746 33,491 166,911	29,074 12,348 65,252 10,008 11,626	66.30 38.67 69.77 13.64 55.20	1.11 .47 2.49 .38			::::		27 28 45 78 31	445 290 520 420 435

#### KENTUCKY—(Continued)

CITY	COUNTY		POPULA	TION		Bank Debits Ratie 1935 te	Telephones, Major Cities,	City Revenue Receipts, 1934, Major	Receipts, Ratio	Returns 1933, per	Spendable Money in come, 1935
		Zone	Municipal	% County	% State	1934	1935	Cities, per capita	Dec. 1935 to Dec. 1934	1000 people	per capita
HendersonHopkinsville Lexington Louisville Middlesborough	Henderson Christian Fayette Jefferson Bell	73,136 69,676 169,676 708,480 10,350	11,668 10,746 45,736 307,745 10,350	44.37 31.34 66.73 86.60 26.72	.45 .41 1.75 11.77 .40	120 116	54,352	46.28	110.6 114.4	19 24 49 44 18	355 236 585 730 246
Newport Owensboro Paducah	Campbell	148,000 188,516	29,744 22,765 33,541	40.53 52.00 72.50	1.14 .87 1.28	128				36 21 23	450 396 538
			Т	ENI	NES	SEE					
Bristol Chattanooga Jackson Johnson City Kingsport	Sullivan	407,000 150,000 128,945 33,968	20,845 119,798 22,172 25,080 11,914	40.80 75.10 43.42 54.75 23.32	.80 4.58 .85 .96 .46	119	18,097	27.84	110.3	16 33 36 25 30	278 635 503 350 265
Knexville Memphis Nashville	Knox Shelby Davidson	550,916 926,833 861,279	105,802 253,143 153,866	67.86 82.59 69.04	4.04 9.67 5.88	123 120 116	16,988 44,011 33,609	35.70 35.88 35.44	116.5 113.7 106.5	30 39 52	544 680 715
			*	ALA	ВА	M A					
Anniston Besserver Birmingham Decatur Dothan	Calhoun Jefferson Jefferson Morgan Houston	742,269 135,000 211,663	22,345 20,721 259,678 15,593 16,046	40.19 4.82 60.18 33.77 34.93	.84 .78 9.81 .59	112	33,975	25.66	105.4	20 11 28 17 13	334 450 472 307 282
Fairfield Florence Gadsden Huntsville Mobile	Jefferson Lauderdale Etowah Madison Mobile	100,000 164,408 250,000 288,423	11,059 11,729 24,042 11,554 68,202	2.58 28.51 37.92 17.88 57.62	.42 .44 .91 .44 2.58	116	*******			18 22 16 33 37	300 445 320 315 630
Montgomery Phenix City Selma Tustalousa	Montgomery Lee-Russell Dallas Tuscaloosa	470,218 54,697 151,626	66,079 13,862 18,012 20,659	86.97 32.69 32.20	2.50 .68 .78	95		****		31 28 29 28	547 297 275 320
			M	ISS	ISS	I P P	I				-
Biloxi Clarksdale Columbus Greenville Greenwood	Harrison	45,033 87,029 126,500 18,121 175,000	14,850 10,043 10,743 14,807 11,123	33.64 21.68 35.83 27.26 20.79	.74 .50 .54 .74	117		**** **** **** ****		17 33 23 34 38	392 270 253 361 225
Gulfport (see Biloxi) Hattiesburg Jackson Laurel McComb	Harrison Forrest Hinds Jones Pike	178,000 323,934 160,358 14,000	12,547 18,601 48,282 18,017 10,057	28.43 61.77 56.72 43.43 31.23	.62 .93 2.40 .90 .50	110 92	*******		112.0	31 20 32 19 22	385 375 560 286 293
Meridian Natchez Vicksburg	Lauderdale	314,796 240,000 22,943	31,954 13,422 22,943	60.58 56.97 64.12	1.59 .67 1.14	106	*******	****	106.4	20 26 35	346 347 355

### West North Central States—County Data

							M	IN	NI	ES	) T	A					11			
			PULATIO			BANK DE- POSITS	RENT		FAC- TORY WAGE	IN- COME TAX	STANDA 1935	RDS	NEW	CAR SAL	LES	SPENDA		MONEY	INCO	ME
COUNTIES	Total 1930	% of	% of	% Ur-	Fam- ilies	in millions of \$	Median Rentals	% Own- ers	Aver- age Annual	Returns per 1000	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands	% of State		Per cap-	Ur- ban Fam- ily
		State	U.S.A.	ban		1935	1930	1930	1933	pop. 1933	(per 100	0 pop.)			1934	of \$			ita	Me- dian
Aitkin 64 Anoka 64 Becker 64 Beitrami 64 Benton 64	15.0 18.4 22.5 20.7 15.0	.72 .88	.0149 .0183 .0168	56.8 16.3 34.7 32.9	3.6 4.1 5.0 4.8 3.1	1.6 .8 2.5 1.9	12.03 19.93 14.23 14.58 17.93	75 71 61 67 68	561 849 704 601 872	4.7 6.8 7.6 8.2 3.1	99 65 80 99 38	227 165 185 187 183	229 245 332 423 187	111 114 165 260 92	206 215 201 163 203	4,202 5,056 7,488 8,049 3,909	.32 .38 .57 .61	.0067 .0080 .0119 .0128 .0062	333 389	1,083
Big Stone 64 Blue Earth 64 Brown 64 Carlton 30 Carver 64	9.8 33.8 23.4 21.2 16.9	1.32	.0190	41.4 42.1 31.9	2.2 8.3 5.5 4.8 3.9	1.1 10.9 6.2 3.2 3.8	19.39 25.01 19.68 16.70 17.08	53 59 64 77 71	814 896 797 752 1,004	7.5 20.2 13.5 13.7 6.9	99 167 153 83 107	258 294 281 215 243	231 1,159 712 454 322	87 692 319 236 128	266 167 223 192 252	4,073 19,224 9,485 7,739 5,822	1.46 .72 .59	.0065 .0305 .0151 .0123	405 364	1,359
Cass 64	15.5	.61			3.6	1.0		66	785	5.7	75	180	246	153	161	4,045	.31		259	

## News-Sentinel CIRCULATION PARALLELS Buying Power In The Knoxville Market

AS REFLECTED IN SALES MANAGEMENT'S 1936 STUDY OF THESE COUNTIES

The 14 East Tennessee, S.E. Kentucky and S.W. Virginia counties shown in white are established by Sales Management's 1936 Survey of Spending Power as leaders in

INCOME TAX RETURNS
INDUSTRIAL WAGES
Per Capita
SPENDABLE MONEY INCOME
NEW CAR /SALES
TELEPHONES IN USE
And all
OTHER INDICES

Industrial and urban in character, people living in these countles are style conscious and quality minded. THEY COMPRISE THE MAJOR PURCHASING POWER IN THIS MARKET.

The 11 shaded counties are principally farm areas where spendable money income is LOW. People in these counties have few wants and their purchases are limited. THEY COMPRISE THE UNPROFITABLE and EXPENSIVE-TO-CULTIVATE PART OF THE MARKET.

SALES MANAGEMENT figures in this issue prove this to be true.

The best way to support sales effort and increase potential in this market is to CONCENTRATE your advertising in the News-Sentinel.

79.7%

of the News-Sentinel's circulation is in the WHITE or high potential counties as compared with

58%

of the other papers' circulation.



44.8%

of the other papers' circulation.

## The Knoxville News-Sentinel

A Scripps · Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS.HOWARD
NEWSPAPERS
230 PARK AVENUE, N. Y. C.



MEMBER OF THE UNITED PRESS · · · OF THE AUDIT BUREAU OF CIRCULATIONS and of

MEDIA RECORDS, INC.

CHICAGO . SAN FRANCISCO . LOS ANGELES . DALLAS . DETROIT . PHILADELPHIA . ATLANTA

### "When the Big Local Advertisers of the Twin Cities Buy Radio"

### they favor KSTP

IN FACT, THEY SPEND

25.4% MORE DOLLARS ON KSTP

THAN ON ANY OTHER STATION

KSTP falent and production staff produce, each week, 67 commercial shows of 15 minutes or more . . . 136 commercial shows of 5 minutes or more . . . a greater number than any other Twin Cities' station.

KSTP maintains the largest staff and greatest number of studios in the Northwest . . . and is the only Northwest radio station with studios suitable for large productions.



For Rates and Schedules, Address: KSTP, MINNEAPOLIS-ST. PAUL, MINN., or our NATIONAL REPRESENTATIVES: in New York—Paul H. Raymer Co. . . . in Chicago, Detroit, San Francisco—John Blair Co.

#### MINNESOTA—(Continued)

			PULATIO			BANK DE- POSITS	RENT OWNER		FAC- TORY WAGE	COME TAX	LIVIN STANDA 1938	RDS	NEW	CAR SAI	LES	SPENDA		ONEY 935	INCO	ME
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur- ban	Fam- illes	In millions of \$ 1935	Median Rentals 1930	Own- ers 1930	Average Annual 1933	Returns per 1000 pop. 1933	Tele- phones (per 1000	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap- ita	Ur- ban Fam- ily Me- dian
Chisago 64 Clay 64 Clearwater 64	23.1		.0107 .0188 .0077	33.0	3.3 5.1 2.1	2.6 2.9 1.1	15.98 25.12 11.04	72 51 69	998 1,116 1,151	6.7 13.5 2.4	157 94 84	274 234 197	199 596 124	111 456 61	179 131 203	4,008 11,824 2,314	.30 .90 .18	.0064 .0188 .0037	304 511 242	1,365
Cook	14.7 25.6 34.5	1.00 1.35	.0120 .0208 .0281	53.3 56.5	3.3 6.1 7.7 3.0	.2 3.5 4.4 9.1 1.8	12.03 20.00 16.18 22.62 18.19	72 57 63 64 55	1,032 808 941 838	8.6 5.0 15.1 14.7 4.0	94 101 99 42 115	240 256 231 206 247	80 409 475 656 212	210 270 543 97	182 195 175 121 218	434 5,605 10,757 16,543 4,489	.03 .43 .82 1.26 .34	.0007 .0089 .0171 .0263 .0071	178 379 420 478 370	1,229
Douglas 64 Faribault 64 Fillmore 64 Freeborn 64 Goodhue 64	21.6 24.7 28.7	.84	.0176 .0201 .0234	20.6 13.3 35.3 30.7	4.5 5.1 6.3 6.8 7.6	2.8 5.1 6.9 5.4 8.3	17.91 18.74 17.27 26.98 20.05	63 58 60 55 61	1,035 599 980 895 868	6.0 7.1 6.3 14.5 14.5	111 174 184 104 163	268 305 273 244 268	315 940 611 691 723	153 401 273 387 358	206 234 224 179 202	6,057 8,352 10,083 14,782 13,466	1.12	.0096 .0133 .0160 .0235 .0214	322 386 407 514 430	
Grant 64 Hennepin 64 Houston 64 Hubbard 64 Isanti 86	517.7 13.8 9.8	20.20	.4217	93.4	2.1 130.0 3.3 2.3 2.8	1.4 345.2 3.8 .7 1.2	17.50 35.01 14.61 10.84 14.97	58 49 67 69 73	1,141 929 999 808 1,043	5.8 52.6 5.1 3.4 6.6	142 158 177 88 150	278 241 247 214 252	141 16,767 266 155 368	10,418 123 69 130	216 225	3,538 407,920 4,408 2,489 3,352	.33	.0056 .6476 .0070 .0040 .0053	318 259	1,90
Itasca	8.1 23.1	.63 .33 .92	.0129 .0069 .0192	26.1	6.0 3.5 2.0 5.1 2.1	3.1 2.5 1.0 3.5	14.58 19.05 13.84 22.24 13.02	63 53 72 55 58	1,077 1,061 1,047 1,342 913	9.7 5.9 3.6 10.8 5.1	75 97 94 105 107	198 237 218 262 237	635 463 174 573 234	341 212 67 257 138	260 223	8,881 5,765 2,164 10,840 3,802	.16	.0141 .0092 .0034 .0172 .0060	253 460	
Koochiching 30 Lac Qui Parle . 6 Lake 3 " of the Woods3 Le Sueur 6	15.3 7.0 0 4.	3 .60	.0125 7 .0057 6 .0034	62.6	3.3 3.3 1.8 1.0 4.6	1.8 .8 1.3 .5 4.1	20.97 19.05 17.95	63 52 74 66 71	1,036	12.9 4.7 16.9 8.1 7.5	58 76 132 68 104	191 207 202 175 305	349 207 124 53 482	73 67 40	185 133	5,752 4,045 2,861 1,153 6,056	.31 .22 .09	.0091 .0064 .0045 .0018	409 263 405 275 337	97
Lincoln 6 Lyon 6 McLeod 6 Mahnomen 6 Marshall 6	19. 4 20. 4 6.	3 .70 5 .80 1 .2	6 .015 0 .016 3 .005	2 7 30.1 7 16.6	2.4 4.4 4.9 1.2 3.7	3.3 3.2 .3	18.53 22.15 18.95 10.31 14.06	58 54 70 60 54	1,108 1,013 998	4.1 13.2 7.0 2.9 3.6	94 129 126 35 115	209 295 287 196 233	142 583 454 151 271	251	231 264 186	3,272 8,225 6,722 1,294 4,638	.63 .51	.0107	289 426 328 210 273	
Martin 6 Meeker 6 Mille Lacs 6 Morrison 6 Mower 6	4 17. 4 14. 4 25.	9 .70	0 .014 5 .011 9 .020	2 24.6 5 16.0 4 7 19.7 8 43.7	4.2 3.4 5.5	4.7 2.9 1.2 3.7 6.3	24.24 17.85 13.95 13.67 24.62	53 63 70 67 55	739 1,106 1,165 932	10.0 8.2 5.5 5.9 24.2	163 92 155 83 123	274 254 294 206 294	823 354 369 387 968	168 171 158	216 245	7,803 4,491 5,240 6,466 13,210	.40	.0124 .0071 .0083 .0103 .0210	372 254	
Murray 6 Nicollet 6 Nobles 6 Norman 6 Olmsted 6	4 16. 4 18. 4 14.	5 .6 6 .7 0 .5	5 .013 3 .015 5 .011	4 46.1	4.1 3.1		18.44 24.85 19.41 15.71 37.82	49 62 49 58 56	914 638 1,009 809	5.3 6.4 8.3 4.1 24.3	70 76 119 117 133	227 160 299 257 226	409 283 748 331 1,052	157 365 194	180 205 171	4,815 6,865 3,775	.37 .52	.0060	291 369 368	1,05
Otter Tail 6 Pennington 6 Pine 6 Pipestone 6 Polk 6	4 10. 4 20. 4 12.	4 .4 .7 .7 .4	1 .008 8 .016 8 .009	5 18.4 5 40.7 5 9 28.5 3 25.6	2.3 4.8 2.8	1.9	16.61 13.13 21.44	65 56 75 49 57	932 1,001 1,077 898 1,032	8.1 13.2 5.3 10.4 9.1	111 122 70 146 116	211 250 216 303 222	821 448 287 378 818	279 147 189	161 195 200	5,657 4,369 5,29	.35	.0074	444 216 432	1,00
Pope	4 13. 286.	0 .5		8 96.6	2.9	1.3	20.00	62 51	1,172 961	7.0 50.3	131 157	216 237	149 9,088			3,04	.23	.0048	233	1,71

#### M I N N E S O T A—(Continued)

			PULATIO			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	LIVIN STANDA 1935	RDS	NEW	CAR SAL	.ES	SPENDA		MONEY 935	INCO	ME
COUNTIES	Total 1930	% of	% of	% Ur-	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	0wn- ers 1930	Aver- age Annual	Returns per 1000	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934		% of State	% of U.S.A.	Per cap-	Ur- ban Fam ily
		State	U.S.A.	ban		1935	1930	1930	1933	pop. 1933	(per 1000	pop.)			1934	of \$			ita	Me- dian
Red Lake 64 Redwood 64 Renville 64	6.8 20.6 23.6	.27 .81 .92	.0056 .0167 .0192		1.4 4.6 5.3	.4 2.1 3.0	11.04 19.69 18.42	57 55 57	1,016 1,022 951	5.1 6.9 5.8	95 89 85	231 298 261	131 677 622	82 285 311	160 238 200	1,770 9,003 —8,037	.13 .68 .61	.0028 .0143 .0128	257 437 340	
Rice 64 Rock 97 Roseau	29.9 10.9 12.6 204.5 14.1	1.17 .43 .49 7.98 .55	.0244 .0089 .0102 .1666 .0114	24.1	6.6 2.5 2.8 46.7 3.2	5.8 2.0 .9 65.3 2.5	23.75 20.24 11.67 23.24 17.27	62 44 68 60 72	881 1,012 968 982 785	16.0 6.8 3.3 26.2 7.7	103 100 99 103 80	232 244 220 184 223	689 326 294 3,893 346	383 148 148 2,514 160	180 220 199 155 216	9,801 3,350 2,621 128,964 4,075	.74 .25 .20 9.80 .31	.0156 .0053 .0042 .2046 .0065	327 306 208 630 289	1.26
Sherburne       .64         Sibley       .64         Stearns       .64         Steele       .64         Stevens       .64	9.7 15.8 62.1 18.4 10.1	.38 .62 2.42 .72 .40	.0129 .0506 .0150	31.9	2.0 3.6 12.4 4.4 2.2	1.1 2.5 10.0 6.0 1.2	14.62 18.97 22.60 24.43 21.19	63 66 63 63 53	823 792 1,040 978 1,248	7.0 4.4 12.7 16.1 8.5	71 80 96 143 110	198 246 217 293 248	131 327 1,134 542 217	97 171 647 233 95	135 191 175 233 228	2,670 5,903 25,400 7,089 2,819	.45 1.93 .54	.0094	275 372 409 384 277	1,32
Swift	14.7 26.1 7.9 17.6 10.9	.68		10.1	3.2 5.9 1.8 4.3 2.5	2.0 4.0 .9 3.9 4.2	18.63 14.82 18.15 16.91 18.22	54 69 47 63 64	1,046 1,101 954 872 898	5.8 6.3 6.7 11.2 8.3	111 96 91 171 116	246 204 176 266 313	265 410 117 374 273	98 167 37 211 132	270 246 316 177 207	4,235 7,074 2,043 6,027 3,474	.54	.0112 .0032 .0096	257 342	
Waseca	14.4 24.7 12.8 9.7 35.1	.96 .50	.0201 .0104 .0079	26.4 39.4 21.9 59.3	3.4 6.0 3.0 2.1 8.9	5.8 2.5 1.2 17.5	21.23 18.81 20.30 22.85 25.10	64 71 55 49 64	660 835 1,183 1,374 889	10.6 14.9 11.2 9.9 25.4	123 127 122 89 128	272 213 309 245 242	435 520 409 152 995	237 268 186 76 688	220 200	5,682 6,210 5,098 2,678 16,154	.47	.0099	251 398 273	82
Wright 64 Yel'w Medicine64	27.1 16.6				6.5 3.7	3.8 1.5	16.11 20.23	69 53	990 742	6.1 7.0	106 82	263 254	611 331	298 122	205 271	8,293 6,010				
STATE TOTAL	2,563.9	100	2.0883	49.0	606.4	844.2	26.83	58	919	24.6	124	236	65,458	37,573	174	1,315,908	100	2.0891	507	1,4

#### IOWA

Adair 28 Adams 28 Allamakee	13.8 10.4 16.3 24.8 12.2	.56 .42 .66 1.00 .50	.0113 .0085 .0133 15.4 .0201 32.8 .0102	3.6 2.7 4.1 6.6 3.0	2.2 1.7 3.7 3.2 1.5	14.52 16.27 14.70 10.61 16.65	54 54 63 56 53	629 700 629	5.1 4.3 8.1 8.9 7.8	165 157 145 102 150	206 237 239 185 246	187 200 411 383 250	118 115 142 257 140	158 174 289 149 179	4,604 4,210 5,259 8,746 4,217	.37 .34 .43 .71	.0073 .0067 .0083 .0139 .0067	331 403 322 352 344
Benton. 28 Black Hawk Boone. 28 Bremer Buchanan.	22.8 69.1 29.2 17.0 19.5	.92 2.80 1.18 .69 .79	.0186 28.9 .0563 77.4 .0238 40.6 .0139 21.4 .0159 18.8	5.9 17.8 7.4 4.4 4.8	3.6 10.4 4.0 6.1 2.7	15.02 29.67 20.59 18.49 14.41	56 54 55 60 52	901 931 712 779	8.2 25.7 14.8 9.6 7.0	184 135 127 163 140	233 260 218 318 268	587 2,409 732 687 569	286 1,323 404 295 226	205 182 181 233 252	8,479 46,387 11,425 6,450 6,154	.69 3.77 .93 .52 .50	.0135 .0736 .0181 .0102 .0098	371 671 1,612 390 1,119 378 315
Buena Vista	18.6 17.6 17.6 22.3 19.4	.75 .71 .71 .90 .78	.0152 22.2 .0143 .0143 .0182 21.0 .0158 28.7	4.7 4.5 4.5 5.2 5.2	5.0 2.6 2.9 5.2 3.1	22.15 17.06 18.05 22.18 18.32	48 54 49 55 53	669 772 829 838 686	12.7 4.0 6.6 13.8 11.0	152 140 113 182 190	321 297 280 291 288	762 555 578 843 484	355 222 270 451 299	215 250 214 187 162	7,553 6,523 6,117 11,329 7,448	.61 .53 .50 .92 .61	.0119 .0104 .0097 .0180 .0118	405 370 347 507 383
Cedar 24 Cerro Gordo 27 Cherokee 97 Chickasaw 28	16.7 38.4 18.7 14.6 10.3	.68 1.56 .76 .59 .42	.0137 .0313 68.5 .0153 34.3 .0120 .0085 27.6	4.5 9.4 4.2 3.7 2.8	3.3 8.8 4.9 2.3	16.14 27.38 20.97 15.13 15.03	56 47 48 57 53	915 914 1,277 866	4.6 27.4 10.7 7.0 5.2	188 135 128 104 157	278 270 257 265 193	543 1,423 731 362 118	178 923 304 136 95	305 154 240 266 124	6,747 23,576 7,450 5,372 3,218	.55 1.92 .61 .44 .26	.0107 .0374 .0118 .0085 .0051	403 613 1,488 398 1,139 367 310
Clay 97 Clayton 24 Crawford 28 Dallas 28	16.1 24.5 44.3 21.0 25.4	.65 1.00 1.80 .85 1.03	.0131 31.1 .0200 .0361 57.9 .0171 18.5 .0208 23.0	4.0 6.3 11.7 5.1 6.8	3.9 5.0 11.6 3.6 3.9	23.26 16.53 23.75 18.10 16.78	45 61 61 54 51	769 1,148 934 1,168	15.3 8.7 27.8 11.3 11.9	154 143 138 124 159	288 255 236 236 267	656 640 1,153 336 748	341 269 538 169 409	192 238 214 199 183	8,351 8,866 23,048 8,226 8,121	.68 .72 1.88 .67 .67	.0133 .0141 .0366 .0131 .0129	518 361 519 1,290 391 319
Davis 28 Decatur 28 Delaware Des Moines Dickinson 28	11.1 14.9 18.1 38.1 10.9	.45 .60 .73 1.54 .44	.0091 .0121 .0148 18.8 .0311 70.1	3.0 3.9 4.5 10.4 2.7	.8 .7 2.5 7.1 1.5	14.53 12.91 15.00 23.56 16.92	60 53 45 62 46	888 653 955	4.3 3.4 6.2 24.2 10.2	189 107 102 170 124	225 205 229 223 286	270 285 455 912 459	147 161 203 643 232	184 177 224 142 198	3,762 4,896 6,454 20,065 2,940	.31 .40 .53 1.63 .24	.0060 .0078 .0102 .0319 .0047	337 329 356 526 1,380 268
Dubuque	61.2 12.8 29.1 19.5 16.3	.52 1.18 .79	.0499 68.0 .0105 38.4 .0237 26.7 .0159 41.1 .0133 21.2	14.5 3.0 7.5 5.2 4.0	12.3 2.0 3.8 3.7 2.5	24.78 19.74 19.39 21.18 18.20	55 49 58 51 48	697 1,016 1,507 767 559	27.4 13.1 7.1 11.6 6.4	133 148 130 125 108	200 281 233 250 230	1,319 521 716 644 511	652 223 340 255 285	202 234 211 253 179	37,504 5,189 11,882 6,690 4,326	3.05 .42 .97 .54 .35	.0595 .0082 .0189 .0106	613 1,346 404 1,072 408 343 1,151 264
Fremont 75 Greene 28 Grundy 28 Guthrie 28 Hamilton 28	15.5 16.5 14.1 17.3 20.9	.57	.0127 .0135 20.7 .0115 .0141 .0171 33.4	3.9 4.2 3.4 4.5 5.0	2.0 3.0 2.1 1.7 2.8	16.17 17.02 18.13 14.45 19.14	49 49 50 52 48	575 710 781 824 803	6.5 8.2 3.3 5.4 7.9	103 189 135 196 131	213 270 259 242 241	430 553 490 316 558	258 332 225 215 322	167 167 218 147 173	4,660 6,574 6,424 5,877 8,713	.38 .53 .52 .48 .71	.0074 .0104 .0102 .0093 .0138	300 398 455 339 415 1,04
Hancock 28 Hardin 28 Harrison 75 Henry Howard	14.8 22.9 24.8 17.6 13.0	.93 1.00 .71	.0121 .0187 31.8 .0203 16.9 .0144 21.1 .0107 23.4	4.5	2.4 3.9 3.1 2.5 3.1	17.35 19.35 18.41 14.89 17.79	48 53 51 60 60	860 786 709 911	6.2 9.7 6.6 8.2 7.4	131 192 120 171 175	282 336 207 263 252	531 823 574 404 440	280 453 253 234 166	190 182 227 173 265	5,202 7,901 8,213 5,115 4,404		.0083 .0125 .0130 .0081 .0070	351 344 330 290 337
Humboldt 28 Ida 97 Iowa 13 Jackson 24 Jasper 28	13.2 11.9 17.3 18.4 32.9	.49 .70	.0108 .0097 .0141		2.4 1.8 2.5 2.6 6.2	14.17	51 46 59 63 54	994 1,019 420 909 1,032	6.6 13.0 5.0 9.0 11.1	92 117 164 176 140	264 263 239 274 234	437 302 373 601 804	283 151 199 206 449		4,364 4,489 7,099 7,560 15,527	.37 .58 .62	.0069 .0071 .0113 .0120	331 376 410 409 471 1,39
Jefferson	16.2 30.2	.66	.0132 40.7 .0247 50.6		2.3 6.1		56 58	697 1,073	12.3 20.4	163 205	226 271	346 1,025	210 602		4,449 17,438	.36	.0071	274 576 1,59

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			PULATION thousand			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	STANDA 193	ARDS	NEW	CAR SAL	ES	SPEND		ONEY	INCO	ME
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur- ban	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	0wn- ers 1930	Average Annual 1933	Returns per 1000 pop. 1933	Tele- phones (per 100	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap- ita	ban Fam ily Me diar
Jones	19.2 19.1 25.4	.77	.0156	18.6	4.6 5.4 5.7	5.4 3.1 3.7	16.87 13.10 19.81	58 62 49	500 616 882	8.1 5.1 8.8	124 197 135	239 268 251	512 432 841	191 246 367	268 176 229	6,011 4,728 10,734	.49 .38 .87	.0095 .0075 .0170	313 247 422	
Lee Linn 13 Louisa Lucas 28 Lyon 97	41.2 82.3 11.5 15.1 15.2	3.33 .47 .61	.0671 .0094 .0123	35.4	10.7 22.4 3.1 4.0 3.4	10.5 39.5 1.1 1.8 1.7	21.95 27.78 12.40 16.62 18.66	59 58 53 56 44	930 574 934 1,146	24.8 32.0 4.8 11.4 8.1	139 180 142 160 120	203 267 243 222 265	834 2,944 289 341 444	553 1,734 139 259 201	151 170 208 132 221	19,653 62,322 3,305 4,523 5,348		.0312 .0989 .0052 .0072 .0085	757 286 299	
Madison. 28 Mahaska 26 Marion. 28 Marshall 28 Mills 75	14.3 25.8 25.7 33.7 15.8	1.04	.0210 .0210 .0275	20.3 39.2 31.1 51.5 26.9	3.9 6.9 6.7 8.6 3.6	1.4 2.1 2.5 6.2 1.9	14.69 18.14 14.66 23.76 14.61	54 56 57 52 51	1,193 723 614 763 574	5.8 11.8 9.8 16.1 9.9	142 135 152 183 103	238 208 207 243 217	304 438 366 988 373	167 246 225 648 202	182 178 163 152 185	5,297 11,798 6,428 17,688 4,076	.43 .96 .52 1.44 .33	.0084 .0187 .0102 .0281 .0065	250 524	91
Mitchell	14.0 18.2 15.0 16.7 29.3	.61	.0148 .0122 .0136	21.0 13.9 29.4 34.4 57.0	3.6 4.4 3.8 4.4 8.2	3.9 2.7 .7 3.0 7.1	18.03 16.95 11.52 20.91 17.75	58 48 58 54 56	952 835 1,163 744 604	10.1 7.9 6.1 13.3 18.3	129 101 96 201 162	283 232 172 271 273	429 498 147 509 821	215 240 85 306 430	200 208 173 166 191	5,621 6,655 3,532 5,969 14,621	.29	.0089 .0106 .0056 .0095 .0232	400 365 235 356 498	1,1
D'Brien	18.4 10.1 25.9 15.3 24.1	.75 .41 1.05 .62 .98	.0083 .0211 .0125	18.0 44.2 18.6 19.8	4.6 2.3 6.4 3.5 5.7	4.4 2.2 3.6 2.7 4.2	18.43 18.87 20.40 17.33 21.52	50 44 53 44 49	870 801 1,022 850	11.3 9.5 12.2 6.9 8.7	165 119 188 130 128	308 275 232 267 251	706 390 644 510 599	271 205 414 293 300	261 190 156 174 200	8,766 3,762 11,627 6,869 10,609	.95	.0139 .0060 .0185 .0109 .0168	476 369 449 446 439	1,1
ocahontas28 olk28 ottawaitamie75 oweshiek28 linggold28	15.6 172.8 69.8 18.7 11.9	2.83	.1408 .0569 .0153	84.9 60.1 26.4	3.7 45.6 17.6 5.0 3.2	2.1 83.1 12.5 2.5 .7	18.45 28.19 23.07 17.87 13.82	48 52 55 52 54	954 1,141 631	7.6 47.2 24.0 13.1 2.8	131 156 129 202 153	289 246 212 251 203	649 5,902 1,599 490 193	336 4,247 949 219 102	193 139 168 224 189	6,631 161,111 37,562 5,359 3,852	3.05	.0105 .2559 .0596 .0085 .0061	423 868 537 286 322	1,0
ac	17.6 77.3 17.1 26.8 31.1	1.09	.0830 .0140 .0218	16.1 82.1 18.3 43.0	4.4 20.8 4.0 6.1 8.0	4.3 21.2 3.0 3.2 5.1	19.70 27.71 18.03 17.91 26.13	51 48 54 49 51	686 887 884 988 714	10.3 32.0 9.6 6.3 12.9	159 155 179 152 181	280 254 230 262 299	510 2,293 360 703 1,187	263 1,371 206 261 665	194 167 175 270 178	7,551 63,191 7,443 11,016 17,041	.61	.0120 .1003 .0118 .0175 .0271	428 817 434 411 547	1,!
ama 28 aylor 28 Inion 28 'an Buren Vapello	21.9 14.8 17.4 12.6 40.4	.71	.0121 .0142 .0103	49.4	5.8 4.1 4.7 3.6 10.8	4.2 1.1 2.2 1.1 7.1	17.41 14.75 21.38 10.49 17.83	59 56 56 61 58	343 774 1,036	8.2 2.8 13.6 2.9 24.8	189 198 135 216 159	285 227 239 230 208	637 240 317 162 853	355 168 232 90 701	179 143 137 180 122	8,180 5,007 7,576 4,343 22,881	.41 .62 .35	.0130 .0080 .0120 .0069 .0363	372 337 435 345 565	1,
Warren 28 Washington Wayne 28 Webster 28 Winnebago 28	17.7 19.8 13.7 40.4 13.1	.80 .56 1.64	.0161 .0112	19.7 24.2 54.1	4.8 5.3 3.9 10.1 3.0	2.0 4.2 .9 6.0 1.9	16.17 16.45 11.33 25.72 19.82	57 59 56 48 53	797 629 1,033 855 544	5.6 10.1 4.4 18.2 7.5	163 210 166 144 171	239 278 220 241 310	314 474 264 1,373 499	257 213 160 735 224	122 223 165 187 223	6,500 6,391 5,286 24,078 5,083	.52 .43 1.96	.0103 .0101 .0084 .0382 .0081	367 322 383 595 387	1,3
Winneshiek Woodbury 97 Worth Wright 28	21.6 101.6 11.1 20.2	4.11	.082	21.1 77.8 32.8	5.3 25.3 2.7 4.9	3.6 31.0 1.1 2.5	18.07 29.28 18.99 19.00	60 45 54 49	885 929 944 1,293	9.6 33.4 8.7 10.8	151 128 135 138	226 222 240 268	420 2,809 264 638	165 2,078 121 320	254 135 218 200	8,215 75,811 4,676 8,556	6.16	.0130 .1204 .0074 .0136	380 746 419 424	1,5
STATE TOTAL	2,470.9	100	2.012	39.6	635.7	519.9	22.00	54	867	17.4	150	247	68,955	38,619	179	1,228,875	100	1.9510	504	1,

#### MISSOURI

Adair. 105 Andrew 104 Atchison 104 Audrain 105 Barry 102	19.4 13.4 13.4 22.0 22.8	.54 .37 .37 .61	.0158 .0110 .0109 .0180 .0186	3. 3. 5 6.	7 .7 3 2.0 2.6	14.58 13.69 15.75 16.30 13.41	59 56 46 52 60	568 410	9.5 3.3 7.2 12.5 5.0	107 151 146 134 56	174 182 187 181 132	446 185 274 390 299	271 121 198 243 166	165 153 138 160 180	5,976 1,411 4,273 7,904 5,755	.32 .08 .23 .42 .31	.0095 .0022 .0068 .0126 .0091	307 792 105 318 358 888 252
Barton	14.5 22.0 11.7 12.2 30.9	.40 .61 .32 .34 .85	.0119 .0180 .0095 .0100 .0252 48	3.	1.0	11.50 11.52 18.23	56 58 62 70 56	568 898 871	4.0 4.8 2.6 .2 16.5	113 124 109 20 164	165 181 153 80 216	208 262 82 44 788	109 199 53 35 537	191 132 155 126 147	3,221 4,505 1,992 1,551 15,440	.17 .24 .11 .08 .83	.0051 .0072 .0032 .0025 .0245	221 204 170 126 498 990
Buchanan	98.6 23.6 12.5 19.9 9.1	2.72 .65 .35 .55 .25	.0803 82 .0193 31 .0102 .0162 30	.8 5.	1.6 1.2 1.9	22.03 11.26 11.97 12.79	44 46 59 61 53	874 753 450	28.5 8.9 2.2 6.1 .2	121 51 180 116 28	164 111 222 167 88	2,100 350 232 315 69	1,715 268 171 178 31	122 131 136 177 222	53,911 7,274 3,939 5,970 986	2.89 .39 .21 .32 .05	.0856 .0115 .0063 .0095 .0015	547 1,197 307 315 300
Cp. Girardeau 105 Carrell 51 Carter 105 Cass 51 Cedar 51	33.2 19.9 5.5 20.9 11.1	.92 .55 .15 .57 .31	0171	.3 5.	3.1 .1 2.4	15.37 13.72 14.52	57 55 54 56 67	770 925 776 784	12.4 6.6 .6 6.8	132 151 8 140 103	193 190 84 190 147	723 268 50 358 146	512 221 29 227 102	141 121 172 158 143	14,721 6,960 532 5,070 2,931	.79 .37 .03 .27 .16	.0234 .0110 .0008 .0080 .0047	444 835 349 97 242 263
Chariton         51           Christian         102           Clark         105           Clay         51           Clinton         51	19.5 13.1 10.2 26.8 13.5	.54 .36 .28 .74 .37	0107		.7 .7 4.6	11.35 11.35 19.60 13.06	60 68 64 58 58	892 - 576 987 795	3.6 .7 2.3 18.5 5.8	136 94 146 114 143	146 149 153 246 217	201 110 130 877 286	168 51 103 574 221	120 216 126 153 129	4,113 2,240 1,714 11,968 4,094	.22 .12 .09 .64 .22	.0065 .0036 .0027 .0190 .0065	210 170 167 446 303
Cele	30.8 19.5 11.2 11.7 10.5	.85 .54 .31 .32 .29	.0096		2.2	26.27 14.97	60 58 64 61 65	693 622	19.4 9.5 3.1 1.0 .7	176 124 94 95 43	222 166 134 147 125	875 279 125 91 95	645 156 74 69 55	135 179 169 132 172	14,285 5,372 1,391 2,099 2,496	.77 .29 .08 .11 .13	.0227 .0085 .0022 .0033 .0040	463 1,427 275 123 178



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guest today

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He's going to recommend hard-hitting "big city" schedules in The Des Moines Register and Tribune which will mean another capture of the rich Iowa market.

Success, V. P.!

### The Des Moines Register and Tribune

#### M I S S O U R I—(Continued)

		PULATIO			DE- POSITS C	RENT AN		TORY WAGE	COME TAX	STANDAR 1935	RDS	NEW C	CAR SALE	ES	SPENDA		MONEY II		
Total 1930	% of State		% Ur- ban	Fam- ilies		Rentals	0wn- ers 1930	Aver- age Annual 1933	Returns per 1000 pop.	phones		1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per l cap- ita	-
14.4 10.2 10.9 13.9	.39 .28 .30 .38	.0117 .0084 .0089 .0114	1.0	4.0 2.8 2.6 3.1	1.0 1.1 .8 .3	11.85 11.78 10.42	57 59 63 67	345	1.7 10.0 3.1	91 115 49 18	164 205 133 54	147 113 147 92	107 73 94 48	137 155 156 192	2,754 2,287 2,053 1,581	.08	.0044 .0037 .0033 .0025	191 223 187 113	d
35.7 30.5 12.1 14.3	.99 .84 .33 .39	.0292 .0249 .0099 .0117	19.3	7.9 7.7 3.1 3.9	1.7 5.3 .6 1.4	15.23 13.38 14.17	67 29 62 66 57 55	454 669 653 961	9.5 7.2 5.3	126 117 145	232 220 196	478 557 180 248	371 380 116 131	129 147 155 189	9,027 12,977 2,041 3,036 40,214	.48 .70 .11 .16 2.16	.0143 .0206 .0032 .0048 .0638	252 425 168 212 485	
16.1 17.2 22.9 6.4 12.7	.48 .63 .18	.0131 .0140 .0187 .0052 .0104	1 43.3 0 7 25.0 2	4.4 4.7 6.4 1.7 3.4	1.8 1.9 .2 1.4	15.20 11.59 12.29	57 58 61 63 54	819 886 661	4.8 2.2 8.3 .2 3.5	109 108 127 149 50 182	201 159 195 215 121 201	340 256 403 27 227	1,183 212 154 387 12 137	160 166 104 2 225 7 166	3,645 8,676 1,040 2,701	.22 .20 .47 .06 .14	.0065 .0058 .0138 .0017 .0043	254 212 378 162 212	2 . 3 . 2 . 2 . 2
19.6 9.6 470.4 73.8	.55 .27 12.96 2.03	7 .0110 5 .0160 7 .0078 6 .3832 3 .0601	0 19.4 0 16.9 8 2 88.2 1 66.8	3.7 4.9 2.1 126.8 20.2	1.6 2.1 .4 357.3 11.4 3.1	13.37 10.51 31.79 14.30 13.81	58 61 56 42 55 57	1,084 634 976 687 768	9.5 4.9 2.3 48.9 16.2 11.6	117 44 37 154 80 56	155 140 89 201 195 192	150 281 141 14,381 1,806 597	152 116 11,975 1,424	2 123 2 185 3 122 5 120 4 127	3,017 5,314 1,681 382,566 49,721	7 .16 4 .28 1 .09 6 20.51 1 2.67	.0048 .0084 .0027 .6074 .0790	224 270 174 813 674	4 . 3 1 4 1
27.5 22.4 9.6 16.3 29.2 23.7	.62 .28 .45 .81	2 .0182 8 .0079 5 .0133 1 .0238	2 22.9 9 3 21.8 8 27.1	6.2 2.7 4.0 7.5	3.1 2.6 .7 1.1 4.5 1.3	13.81 14.15 11.04 11.65 12.87 10.01	57 61 64 58 57 63	768 810 379 719 541	6.9 1.9 2.8 10.3 3.1	138 136 64 138 75	192 202 163 144 197 170	385 75 202 450 369	279 56 138 345	9 138 6 134 8 146 5 130	8,184 6,628 2,072 3,949 9,397	8 .36 2 .11 9 .21 7 .50	.0105 .0033 .0063	296 3 215 3 242 9 321	6 . 2 . 1 .
12.0 13.9 23.3 18.6	33 3 .39 3 .64 5 .51	3 .0098 9 .0113 4 .0190 1 .0152	8 3 0 42.7 2 43.9	3.5 3.8 6.4	.7 1.1 2.4 1.6 .4	11.57 10.84 16.23 16.57	61 66 63 57 62	415 448 644 200	4.1 3.4 8.9 7.6 1.7	177 117 169 112 40	216 194 184 168 79	200 300 408 311 123	107 208 315 242	7 187 8 144 5 130 2 129	2,481 2,973 5,479 4,415	1 .13 3 .16 9 .29 5 .24	.0039 .0047 .0087 .0070	9 205 7 213 7 235 0 237	3.
23.0 9.4 8.3 33.4	.63 8 .27 3 .23 4 .91	3 .0188 7 .0077 3 .0068 1 .0273	88 16.6 77 31.3 88 73 67.9	6.5 2.1 1.9	1.7 .5 .3 5.1 .5	12.68 10.46	65 60 66 53 63	955 878	5.7 3.4 .5 15.8 2.3	124 39 41 130 69	170 101 101 166 122	393 126 37 632 75	223 93 24 498	3 176 3 135 4 154 8 127	4,926 1,669 1,185 15,476	6 .26 9 .09 5 .06 6 .83	0078 0026 0019 0246	8 214 6 177 9 142 6 462	7
16.7 15.7 12.1 13.4 13.0	7 .43 1 .34 4 .37 0 .38	3 .0126 4 .0096 7 .0106 6 .0106	28 21.3	3.9 3.6 3.2 3.9 3.6	1.3 .7 1.6 1.7 1.5	11.30	56 23 71 62 65	507 533 429 609	4.4 3.8 5.2 4.8 3.5	65 36 160 178 166	123 114 177 186 190	198 225 145 207 132	112 222 77 111 2 77	2 177 2 101 7 188 1 186	2,506 2,957 2,717 3,704 2,640	6 .13 7 .16 7 .15 4 .20 10 .14	6 .0047 5 .0043 0 .0059 4 .0042	7 188 3 223 9 275 2 203	38 . 23 . 75 .
5 10.9 5 30.2 26.9 4 26.3 2 12.2	2 .83 9 .74 3 .72 2 .34	.024 4 .021 2 .021 34 .010	89 16 19 19.3 15 19.7	7.0	2.3 3.0 .4	15.12	63 20 57 62	359 595 1,608 443	2.6 1.9 4.1 5.2 2.9	113 14 45 173 38	158 81 128 197 79	100 316 284 450 118	58 6 281 4 303 8 79	172 11 112 13 149 19 149	1,589 3,679 5,700 6,507 2,396	39 .09 79 .20 10 .31 17 .35 16 .13	3 .0038	18 122 10 212 13 247 18 196	22 12 47 96
9.5 5 37.2 5 13.7 1 34.6	5 .26 2 1.03 7 .36 6 .96	26 .007 03 .030 38 .011 96 .028	78 04 12.8 12 21.6 82 60.0	8 3.0 9.3	1.5 1.4 3.0	11.38 11.94 15.98	72 67 19 67 55	496	4.2 5.4 12.8	73 3 16 136 110	146 60 80 204 173		33 3469 3 78 5 591	33 151 39 114 78 209 31 119	898 5,770 2,530 14,050	99 .05 70 .31 30 .14 50 .75	5 .0014 1 .0092 4 .0040 5 .0223	94 92 92 90 185 23 405	94 11 85 05
5 18.0 1 13.8 2 17.8 2 10.7	0 .56 8 .31 8 .41 7 .36	50 .014 38 .011 49 .014 30 .008	47 19.7 13 45 87	7 5.2 1.5 4.7 2.6	2.0 3.7 1.1 .8	10.64 11.89 10.28	57 59 54 64 60	421 928 840	II.	87 138 96 119 41	163 165 186 184 150	332 204 308 143	2 251 4 182 8 165 3 63	51 132 82 112 85 187 83 227	2 4,126 2 2,056 7 3,046 7 1,926	26 .22 58 .11 48 .16 28 .10	2 .0066 1 .0033 6 .0048 0 .0031	36 225 33 146 18 171 31 175	29 49 71 79
5 10.7 5 26.4 1 19.8 5 8.8	7 .3 4 .7 8 .5 9 .2	30 .008 73 .021 55 .016 25 .007	87 15 52.1 62 20.8 73	8 5.3	3.5 3.5 2.1 .2	11.90 18.09 11.47		689 1.081	1.9 15.1 7.3 .8	104 126 134 90 5	135 130 195 159 69	86 441 231 44	6 53 11 256 11 202 14 26	53 162 56 172 02 114 26 169	2 2,156 2 12,97 4 4,30 9 97	56 .12 77 .70 03 .23 75 .05	0 .0034 0 .0206 23 .006 05 .001	34 201 06 491 68 211 15 100	01 91 17 09
24. 11 13. 15 35. 1,033.	.3 .6 .2 .3 .8 .9 .5 28.4	67 .019 36 .010 99 .029 48 .841	98 43.0 08 192 19.6 118 88.1	3.5 7.9 1 266.9	4.3 .8 2.3 574.8	16.06 10.28 11.92 3 39.63	64	439 891	7.6 54.4	112	68 198 130 151 194	333 117 455 27,360	282 17 76 15 331 160 20,511	82 118 76 154 35 136 15 133	8 11,46 4 2,08 6 8,20 3 865,80	64 .61 80 .11 08 .44 00 46.41	018: 11 .003: 14 .013: 11 1.374	82 47 33 15 30 22 46 83	38
30. 05 6. 05 8. 05 24.	.5 .8 .9 .1 .8 .2 .9 .6	19 .005 24 .007 69 .020	249 37.8 057 072 203 34.4	8 7.7 2.0 2.5 4 5.5	.8 .7 5 2.5	3   17.00 3   11.85 7   11.46 5   12.09	56 68 64 40	751 589	10.9 1.7 .9 8.0	113 174 161 47	157 177 216 180 151	567 5 112 1 115 1 492	37 471 12 7: 15 7 32 35	78 119 73 153 71 162 57 138	9 11,20 3 1,12 2 2,06 8 7,75	07 .66 24 .00 68 .1 56 .4	06 .001 11 .003 42 .012	78 36 18 16 33 23 23 31	65 66 62 234 111
11. 05 27. 02 11. 51 15.	.9 .3 .4 .7 .6 .3 .2 .4	33 .009 76 .022 32 .009 42 .012	198 1223 9.8 194	2.7	1.0 1 .6 7 .3 0 .8	11.42 8 8 10.11	39 60 55	779 438 207	3.0 2.0 1.8 2.2	204 38 24 125	57 212 102 81 131	2 138 2 261 1 88 1 152	98 9 51 15 88 5 52 7	91 151 54 169 56 157 75 203	3,05 9 3,49 7 1,50 3 3,00	150 .16 199 .16 107 .06 102 .16	16 .004 19 .005 08 .002 16 .004	48 25 56 12 24 13 48 19	86 255 28 30 197
02 18. 51 25. 05 8. 05 14.	.5 .5 .0 .6 .0 .2 .4 .4	51 .01: 69 .02: 22 .00: 40 .01	151 204 29.7 166 	3.2	4 .8 5 3.1 0 1.5 2 .7	1 13.77 5 11.93 7	64 58 65 44	502 1,187 701	9.2 3.7 2.7	29 124 149 20	96 109 175 207 76	9 196 5 357 7 80 8 75	96 10 57 28 80 5 75 4	02 192 80 128 52 154 42 178	2 2,19 28 7,40 34 1,49 78 1,28	194 .1: 102 .4 192 .0 286 .0	12 .003 40 .011 06 .002 07 .002	35 11 18 29 24 18 20 8	123 118 296 185 89
02 16. 04 6. 02 16.	.1 .4 .5 .1 .7 .4	45 .01: 18 .00: 46 .01:	132 053 136	1.8	0 .4 8 .5 0 .8	12.13	63 61 65	482	1.4 2.1 1.1	87 200 51	72 165 178 129	5 222 8 75 9 188	22 10 75 7 86 10	02 218 72 104 01 184	3,65 14 1,50 34 3,46	353 .2 501 .0 164 .1	20 .005 08 .002 19 .005	58 22 24 23 55 20	109 226 230 207
55 55 55 55 55 55 55 55 55 55 55 55 55	14.4 10.2 10.9 13.9 13.9 13.7 30.5 12.1 14.3 82.9 16.1 17.2 22.9 6.4 12.7 13.4 19.6 9.6 12.7 13.4 19.6 9.6 12.7 13.4 19.6 12.7 13.4 19.6 12.1 13.4 19.6 16.7 16.7 16.7 16.7 16.7 16.7 16.7 16	14.4         .39           10.2         .28           10.9         .30           13.9         .38           35.7         .99           30.5         .84           12.1         .33           82.9         2.28           6.4         .18           17.2         .48           22.9         .63           6.4         .18           17.2         .74           470.4         12.96           73.8         2.03           22.4         .62           18.3         .29           22.4         .62           18.0         .55           29.6         .28           16.3         .29           29.6         .28           16.3         .39           30.2         .81           23.7         .86           18.9         .38           23.0         .63           30.2         .33           33.4         .91           9.3         .32.7           16.7         .43           12.1         .34           13.0         .36	State   U.S.A.	State   U.S.A.   ban	State   U.S.A.   ban	State   U.S.A.   Ban     1935	State   U.S.A.   ban	State   U.S.A.   ban   1935   1930   1930   1930   1930   1930   1940   10.2   2.8   .0084   1.0   2.8   1.1   11.78   59   13.9   .30   .0089   .2.6   .8   10.42   63   13.9   .33   .0098   .3.1   .3.3   .3.8   .0114   .3.1   .3.3   .3.8   .0114   .3.1   .3.3   .3.8   .0114   .3.1   .3.3   .0098   .3.1   .3.3   .3.8   .66   66   .3.1   .3.1   .3.3   .0098   .3.1   .3.3   .4.4   .1.2   .7.67   .55   .1.6   .1.2   .0114   .3.3   .9   .1.4   .1.4   .7.7   .7.7   .5.3   .15.23   .62   .0.675   .6.3   .22.1   .1.4   .1.7   .7.7   .5.5   .1.7   .2.4   .0.131   .3.3   .4.4   .2.2   .15.20   .57   .1.7   .2.4   .1.7   .7.7   .5.5   .0.14   .3.3   .3.1   .3.3   .4.4   .2.2   .15.20   .57   .1.7   .2.4   .3.3   .0.695   .3.3   .2.1   .1.4   .1.7   .7.5   .5.5   .0.14   .3.3   .3.1   .3.3   .4.4   .2.2   .15.20   .57   .1.7   .2.4   .3.1   .3.3   .4.4   .2.2   .15.20   .57   .1.7   .2.4   .3.3   .0.695   .3.3   .2.1   .1.9   .1.2   .2.9   .61   .3.4   .3.7   .1.6   .1.3   .3.7   .58   .3.1   .3.3   .3.4   .4.4   .3.3   .3.5   .3.1   .3.3   .3.4   .3.7   .1.6   .3.3   .3.7   .58   .3.3   .3.1   .3.3   .3.7   .3.8   .3.3   .3.1   .3.3   .3.1   .3.3   .3.1   .3.3   .3.1   .3.3   .3.1   .3.3   .3.3	State   U.S.A.   ban   1935   1930   1933   1933   114.4   .38   .0194   .0   .2.6   .1.1   .1.2   .2.6   .0.884   .0.6   .2.6   .1.1   .1.2   .2.6   .0.884   .0.6   .2.6   .1.1   .1.2   .2.6   .0.884   .0.6   .2.6   .1.1   .1.2   .2.6   .0.884   .0.6   .0.6   .0.8   .0.7   .0.8	State   U.S.A.   San   1935   1930   1933   1930   1931   1931   1931   1932   1933   1933   1933   1934   1935   1936   1936   1936   1937   1938	State   U.S.A.   Dan   1938   1930   1930   1933   11.7   11.78   593   1930   1933   1033   1930   1930   1930	State   U.S.A.   ban   1935   1930   1930   1933   1930   1933   1930   1933   1930   1933   1930   1933   1930   1933   1930   1933   1930   1933   1930   1933   1930   1933   1930   1933   1930   1933   1930   1933   1930   1933   1930	State   U.S.A.   Dan   1935   1930   1933   1933   1935   1935   1936   1935   1936   1937   1938	State   U.S.A.   Lan   1930		State   U.S.A.   San   1935   1930   1930   1933	State   U.S.A.   Jan.   1935   1930   1930   1930   1930   1930   1930   1930   1931   1940   1941   1977   137   137   138	State   U.S.A.   Image   1934   1935   1930   193	Section   J.S.A.   San   1935   1930   1932   1933   193

#### NORTH DAKOTA

			PULATION thousand			BANK DE- POSITS	RENT OWNER		FAC- TORY WAGE	COME TAX	STANDA 1935	RDS	NEW	CAR SAL	ES.	SPENDA		MONEY 935	INCO	ME
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur- ban	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Aver- age Annual	Returns per 1000 pop.	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap-	Ur- bar Fam ily Me
										1933	(per 1000	pop.)								dia
Adams	6.3 18.8 13.3 3.1 14.8	1.96	.0052 .0153 .0108 .0026 .0121	28.0	1.3 4.1 2.9 .6 3.3	1.6 .6 .1	19.33 24.59 15.21	67 45 53 73 61	1,184 1,032	7.6 13.0 5.0 1.3 5.0	82 82 55	150 214 178 80 179	99 342 145 24 191	63 210 62 5 65	157 163 234 480 294	2,391 7,473 3,791 292 3,674	3.14 1.59 .12	.0038 .0119 .0060 .0005	372 397 284 93 247	
Bowman	5.1 9.9 19.7 48.7 14.5	7.18	.0042 .0081 .0161 .0397 .0118	56.1 58.7	1.1 2.1 4.1 10.8 3.0	.6 .3 37.8 13.8 .3	16.61 14.55 33.75 36.22 14.41	67 63 43 46 56	1,171 899 924	11.1 6.5 32.4 43.9 4.6	95 50 105 118 41	224 167 198 237 161	114 123 731 1,714 204	48 57 554 1,416 97	237 216 132 121 210	1,498 2,115 12,018 28,069 2,507	11.78	.0024 .0034 .0190 .0445 .0040	576	
Dickey     35       Divide     35       Dunn     35       Eddy     35       Emmons     35	10.8 9.6 9.5 6.3 12.4	1.42 1.40 .94	.0089 .0078 .0077 .0052 .0102		2.3 2.1 1.8 1.3 2.3	.7 .3 .2 .4 .4	20.08 17.96 13.75 19.47 15.32	53 67 68 41 58		8.5 5.7 1.3 7.7 2.2	69 56 27 67 31	202 143 115 163 135	234 152 69 87 116	96 67 40 54 55	243 227 173 161 211	3,309 2,275 1,801 2,406 2,921	1.39 .96 .76 1.01 1.23	.0053 .0036 .0029 .0038 .0046	304 236 188 379 234	
Foster	6.3 4.1 31.9 10.1 6.8	1.49	.0052 .0034 .0260 .0083 .0056	53.5	1.3 .9 7.2 2.0 1.4	.3 .4 5.4 .2 .5	19.62 15.61 30.63 16.70 17.23	44 57 50 66 54	1,167	8.7 12.6 27.4 3.0 5.4	67 71 117 30 43	193 207 204 130 180	114 109 798 105 65	42 55 659 51 27	271 198 121 206 240	2,447 1,531 18,190 1,103 2,808	.46	.0039 .0024 .0289 .0018 .0045	385 371 569 109 407	1,66
Hettinger	8.7 8.0 11.5 8.0 15.4	1.70	.0072 .0065 .0094 .0068		1.7 1.6 2.4 1.5 3.3	.8 .2 .9 .4 .8	18.85 16.59 16.75 14.05 14.24	66 61 55 67 58	1,316	7.2 3.2 6.9 3.0 6.4	91 18 55 17 65	205 138 214 189 192	176 85 192 121 194	98 43 69 43 106	179 197 278 281 183	2,847 1,787 4,451 1,096 4,211	1.20 .75 1.91 .46 1.77	.0045 .0028 .0072 .0017 .0067	324 222 394 135 273	
McIntosh35 McKenzie35 McLean35 Mercer35 Morton35	9.6 9.7 17.9 9.5 19.6	1.41 2.65 1.40	.0078 .0079 .0147 .0078 .0160		1.8 2.2 3.7 1.8 4.0	.5 .1 .7 .3 2.5	16.85 14.82 15.14 16.48 21.57	70 69 65 70 62	1,020	4.0 2.7 5.5 6.0 18.1	15 20 45 49 85	151 160 180 168 199	119 178 195 110 383	73 53 110 52 234	163 336 177 211 164	1,323 1,282 4,272 2,115 6,431	.56 .54 1.79 .89 2.70	.0021 .0020 .0068 .0034 .0102	137 132 237 222 327	
Mountrail	13.5 10.2 4.2 14.7 9.0	1.50 .62 2.17	.0110 .0083 .0035 .0120		3.0 2.1 .8 3.2 1.8	.3 .5 .1 1.2	14.73 15.26 14.60 18.17	70 56 64 59 62	921	5.3 6.0 1.6 7.0 7.4	62 75 33 67 37	187 201 112 209 146	182 168 17 339 118	86 77 14 185 52	212 218 121 183 227	3,571 3,151 457 5,099 2,931	1.50 1.32 .19 2.14 1.23	.0057 .0050 .0007 .0081 .0047	264 309 107 346 323	
Ramsey35 Ransom .35 Renville .35 Richland Rolette .35	16.2 10.9 7.2 21.0 10.7	1.61 1.07 3.09	.0089	15.1	3.4 2.4 1.6 4.5 2.1	2.6 1.1 .1 2.0 .3	23.05 21.17 15.47 19.90 10.39	50 54 60 53 52	957 783	18.3 11.1 3.0 11.4 6.2	89 72 84 70 33	214 187 178 195 129	414 146 125 289 182	277 75 39 168 84	320 172	6,588 3,768 1,574 8,012 2,229	1.58 .66 3.36	.0105 .0060 .0025 .0127 .0035	343 216 381	
Sargent         .35           Sheridan         .35           Sioux         .35           Slepe         .35           Stark         .35	9.2 7.3 4.6 4.1 15.3	1.08	.0076 .0060 .0036 .0034		2.0 1.4 .9 .9 3.0	3.0	13.58 13.72 23.25	52 63 59 62 66	968	2.5 3.9 6.0 3.6 14.0	63 40 1 16 63	189 137 108 92 201	106 43 66 26 423	54 39 46 18 242	144	2,773 2,321 665 369 5,956	.97 .28 .16			2
Steele	6.9 26.1 8.3 12.6 20.0	3.83 1.23 1.85	.0213 .0068 .0103	31.3	1.4 5.2 1.7 2.7 4.1	2.2 .3 2.1 1.8	17.88 26.20 15.42 18.26 17.82	48 53 44 52 62	1,127 1,234 748	4.9 15.9 9.8 10.3 7.6	59 53 105 83	170 170 156 241 198	93 446 141 257 347	30 275 61 192 228	162 231 134	2,281 10,628 2,960 4,948 7,260	1.24	.0047	407 353 393	3
Ward35 Wells35 Williams35	33.5 13.2 19.5	1.95	.0108	47.9 26.1	7.3 2.7 4.3	4.4 .8 1.3	28.56 19.38 23.25	50 53 59	1,252 1,384 1,387	23.1 9.2 11.3	102 59 72	187 186 197	776 209 410	527 93 227		19,139 3,282 5,655	1.38	.0052	247	

#### SOUTH DAKOTA

Armstrong	7.1 22.9 4.5 11.7	1.03 3.30 .66 1.70	0000		1.6 5.3 1.0 2.7	3.1 .1 .6	15.56 27.14 17.68	5 48 49 53 56	1,027 965	1.7 19.0 1.5 4.3	150 101 2 107	190 184 129 182	76 423 117 125	44 221 37 39	172 191 316 320	2,185 8,700 766 2,349	.90	.0035 .0138 .0012 .0037	306 380 1,1 167 200
Brookings Brown Brule	16.8 31.4 7.4 1.9 8.5	1.07	0018	2.3	3.8 7.4 1.7 .4 2.0	2.1 7.7 .6	21.93 29.06 18.36 20.86	49 49 52 50 45	995 1,092 947 768	8.1 22.4 9.4 5.7 13.4	125 122 89 39 59	222 215 191 122 251	322 737 90 23 275	152 393 52 10 180	212 188 173 230 153	5,060 17,280 2,234 200 2,979	2.09 7.12 .92 .08 1.23	.0080 .0274 .0035 .0003 .0047	300 549 1,5 301 104 347
Campbell Charles Mix. 97 Clark Clay 97 Codington	5.6 16.7 11.0 10.0 17.4	2.42	.0046 .0136 .0090 .0082 20		1.1 3.6 2.5 2.3 4.0	.1 .5 .7 1.8 2.3	18.39 16.34 22.98 26.22	60 51 46 51 48	949 1,004	2.5 4.4 4.9 8.3 20.7	29 70 79 122 104	154 175 190 266 197	56 165 92 205 407	22 72 52 109 246	254 229 177 188 165	691 3,715 3,127 3,677 9,344	1.29	.0011 .0059 .0050 .0058 .0148	123
Corsen	9.5 5.3 16.8 14.6 8.7		.0044 .0137 6 .0119	5.0	2.1 1.3 4.0 3.2 1.9	.4 .6 2.8 .9	15.71 12.65 27.51 15.83 14.10	59 53 46 52 46	827 1,010 882	3.0 9.0 19.1 5.8 3.0	10 74 127 60 37	114 264 207 202 207	114 157 465 163 96	49 91 331 69 27	232 172 140 236 355	1,530 1,084 9,541 3,508 1,922	3.93 1.44	.0024 .0017 .0151 .0056 .0031	160 203 567 1,4 240 220

Before attempting to use either the city or county tables, please read the complete explanation which appears on page 491 and following pages.

#### S O U T H D A K O T A—Continued)

			PULATION			BANK DE- POSITS	RENT A		FAC- TORY WAGE	COME TAX	STANDAI 1935	RDS	NEW (	CAR SAL	.ES	SPENDA		MONEY II	NCO	
COUNTIES	Total 1930	% of State		% Ur- ban	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Aver- age Annual 1933	Returns per 1000 pop.	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934		% of State	U.S.A.	сар-	ba Fai M
										1933	(per 1000	pop.)								dia
lewey97 Jouglas97 dmunds all River27 Faulk	6.4 7.2 8.7 8.7 6.8	1.05 1.26 1.26	.0059 .0071 .0071	33.2	1.4 1.6 1.8 2.0 1.6	.2 .2 .7	14.69 18.52 15.42 19.56 17.41	48 55 59 53 51	1,029	6.6 4.1 4.0 18.0 4.2	23 133 61 86 97	201 246 203 226 261	127 89 111 245 111	57 27 40 129 48	223 329 277 190 231	1,850 2,003 2,449 3,832 2,012	.83 1.01 1.58	.0032 .0039 .0061	285 277 281 438 292	1.0
Grant	10.7 11.4 4.6 8.2 9.4	1.65 .87 1.20	.0093 7 .0038 0 .0068	3	2.4 2.6 1.1 1.8 2.1	.1 .4 .4 .7 1.1	19.73 14.98 16.30 14.94 17.02	49 50 63 49 49	929 826	6.5 3.5 8.1 2.4 3.8	60 90 66 58 57	215 188 230 214 137	133 148 121 76 107	67 93 75 29 71	161	1,800	1.21	.0047 .0029 .0045	286 258 384 342 235	
Hanson97 Harding97 Hughes97 Hutchinson97 Hyde	3.5 7.0	1.01 2.01	2 .0029 1 .0057 1 .0113	52.2	1.4 .9 1.7 3.0 .8	.3 2.8 1.5		48 74 50 63 57	1,095 897	2.0 7.0 28.1 3.2 6.5	117 12 127 112 73	209 201 263 247 194	50 101 318 166 69	17 26 181 75 29	388 176 222	556 3,570 3,060	.23 1.47 1.26	.0009 .0057 .0049		1
Jackson97 Jerauld97 Jones97 Kingsbury Lake	5.8	.84 .46 1.85	4 .0047 6 .0026 5 .0104	5	1.3 .7 2.9 2.8	1.0		55 50 59 49 48	981 1,105	7.6 3.3 6.0 5.5	51 107 41 82 127	254 229 197 230 250	76 77 62 151 303	24 24 31 81 141	321 200 186	1,948 844 3,679	3 .80 4 .35 9 1.52	.0031 .0013 .0058	348 335 265 287	3.
Lawrence 97 Lincoln	13.9	9 2.01 3 .92 3 1.49	1 .0113 2 .0052 9 .0084	4	3.6 3.3 1.5 2.3 1.8	1.5 .2 .2	17.02 14.35 16.00	50 49 58 48 70	1,353 727	3.4	146 94 64 99 82	319 213 172 213 172	841 226 79 96 84	606 132 42 39 39	2 171 2 188 3 246	4,320 1,481 3,122	1.78 1.61 2 1.29	.0069 .0024 .0050	450 310 234 303	0 .
Marshall	5.2 8.3	4 1.66 2 .76 3 1.21	6 .0094 6 .0043 1 .0068	3	1.1	1.3	16.33 15.06 17.37	47 61 61 48 47	908	. 8.3	41 62 6 74 174	191 199 119 152 244	164 259 52 65 1,610	64 125 26 38 909	207 8 200 8 171	3,944 706 1,433	4 1.63 6 .29	3 .0063 9 .0011 9 .0023	343 133 171	3 .
Moody97 Pennington97 Perkins97 Potter	8.7 5.7	0 2.89 7 1.26 7 .84	9 .0164 6 .0071 4 .0047	4 51.8	2.2 5.0 2.0 1.3 3.4	3.1 .6 .7	24.32 20.75 17.59	48 45 65 54 51	921 1,051 1,054 842	6.6 16.6 7.2 7.6 2.7	99 110 51 62 68	218 239 160 231 191	170 857 194 161 159	520 98 93	0 165 8 198 3 172	10,513 3,265 1,979	3 4.33 5 1.35 9 .82	3 .0167 5 .0052 2 .0031	523 2 374 343	31
Sanborn97 Shannon75 Spink	4.0 15.3 2.3	0 .59 3 2.21 3 .34	9 .0033 21 .0125 14 .0019	3 5 17.4 9	1.7 .9 3.5 .6	.4	17.76	47 49 48 62 54	1,064	11.6 8.6 6.7	132 88 42 46	225 120 176 194 160	96 90 170 47 68	48 75 27	8 187 5 227 7 174	7 440 7 3,782 4 659	0 .18 2 1.56 9 .27	8 .0007 6 .0060 7 .0010	7 108 0 247 0 277	8 . 7 . 7 .
Fodd .75 Fripp .97 Furner Union .97 Walworth	12.7 14.8 11.4	7 1.83 8 2.14 4 1.65	.0104 .0121 .0094	14	1.2 2.9 3.6 2.7 4	1.4 1.4	17.28 16.39	57 51 53 48 54	713 699 1,104 1,127	6.1 7.2 6.5 5.0 12.9	59 88 142 88	102 156 264 294 209	82 184 197 277 172	91 70 111	1 202 0 281 1 250	2 4,694 1 5,079 0 2,664	4 1.94 9 2.09 4 1.10	4 .0075 9 .0081 0 .0042	369 1 341 2 232	9 .
Washabaugh75 Washington75 Yankton97 Ziebach	1.8	8 .26 5 2.40	26 .0015 40 .0135	5 36.6	5 .3 6 3.4 .9	2.3		59 47 53 69		13.9	1 68 12	18 173 84	27 3 313 39	163	7 43 3 192	3 84 2 7,461	.03 1 3.08	.0001 8 .0118	1 46 8 450	16
STATE TOTAL		8 100		13 18.8	-	_	_	51	953	11.7	91	208	-						-	-

#### NEBRASKA

Adams		1.91 1.10 .10 .12 .11	.0214 58.9 .0124 .0011 .0014	6.2 3.6 .2 .3	3.7	25.60 14.34	52 50 66 52 49	805 801	15.1 3.2 1.5 1.2 1.9	117 93 42	231 213 161 153 239	721 296 30 9 40	431 179 17 12 14	167 165 176 75 286	13,217 4,271 141 92 352	2.20 .71 .02 .02 .06	.0209 .0068 .0002 .0001 .0006	105	1,391
Boone	14.7 11.8 7.1 5.7 24.3	1.07 .86 .52 .42 1.77	.0120 .0097 56.2 .0058 .0047 .0198 35.2	3.4 2.9 1.6 1.4 6.3	1.6 2.2 .3 .5 2.2	17.80 25.28 15.20 16.71 19.96	48 46 54 54 54	945 1,525 602 972	7.1 22.0 3.2 6.2 11.3	120 115 53 104 127	254 232 196 220 298	267 328 87 129 639	128 253 39 55 476	209 130 223 235 134	5,100 5,632 1,996 1,670 11,001	.85 .94 .33 .28 1.83	.0081 .0089 .0032 .0027 .0175	279 289	1,373
Burt75 Butter .75 Cass .75 Cedar .97 Chase .75	13.0 14.4 17.6 16.4 5.4	.95 1.05 1.29 1.19 .40	.0106 .0117 .0144 21.4 .0134	3.2 3.6 4.6 3.7 1.2	2.4 2.6 2.7 1.1	19.59 15.07 14.59 18.76 17.67	49 60 54 51 50	858 1,060 825 704 567	9.0 9.0 5.9 7.5	109 146 127 114 95	289 285 297 238 297	324 313 465 234 229	132 174 274 106 117	245 180 170 221 196	5,506 3,542 5,979 4,270 1,860	.92 .59 .99 .71	.0087 .0056 .0095 .0068 .0030	422 246 338 260 339	
Cherry         .75           Cheyenne         .75           Clay         .75           Colfax         .75           Cuming         .75	10.8 10.1 13.5 11.4 14.3	.79 .74 .98 .83 1.04	.0089 .0083 32.4 .0110 .0093 22.6 .0117	2.5 2.3 3.6 2.9 3.3	1.0 1.1 .8 1.5 2.9	14.73 23.85 13.18 17.38 19.21	53 48 57 67 56	1,215 690 817 1,014	12.4 11.1 5.2 8.7 13.3	50 105 85 152 103	160 279 292 325 242	335 243 176 260 321	154 195 82 174 143	218 125 215 149 224	4,231 4,693 4,280 5,014 5,536	.70 .78 .71 .83 .92	.0067 .0075 .0068 .0080 .0088	200	
Custer75 Dakota97 Dawes75 Dawson75 Deuel75	26.1 9.5 11.4 17.8 3.9	1.90 .69 .83 1.30 .29	.0213 10.3 .0077 41.3 .0094 40.0 .0146 16.5 .0033	6.3 2.2 2.7 4.4 .9	2.3 .9 1.3 3.2 .4	17.18 16.15 23.87 18.12 19.56	52 52 51 51 54	1,273 989	4.5 10.5 15.3 9.6 7.3	106 88 107 133 86	233 278 227 297 294	455 228 308 602 126	215 144 198 346 76	212 158 156 174 166	9,374 2,155 5,336 8,143 1,251	1.56 .36 .89 1.35 .21	.0149 .0034 .0085 .0129 .0020	358 226 464 456 313	
Dixen97 Dodge75 Douglas75	11.5 25.2 232.9	.84 1.83 16.90	.0094 .0206 45.1 .1898 91.8	2.7 6.5 59.3	.7 5.6 116.1	17.04 22.65 29.87	51 56 52	1,035 955	5.0 20.1 51.6	115 136 172	227 306 233	161 780 7,278	100 488 5,599	161 160 130	3,286 11,917 162,534	.55 1.98 27.05	.0052 .0189 .2580	284 471 698	1,231 1,623

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- There are more homes on country highways than in all cities and towns combined.
- Merchants, outside Minneapolis, St. Paul and Duluth, do 40 to 95% of their business with farm families.
- 1935 Minnesota Farm Income gained 22% over 1934.
- THE FARMER reaches 260,000 farm homes every second Saturday. Reaches more homes than any other publication in the Northwest.



#### N E B R A S K A—(Continued)

			PULATION thousand			BANK DE- POSITS	RENT		FAC- TORY WAGE	IN- COME TAX	LIVIN STANDA 1938	RDS	NEW (	CAR SAL	.ES	SPENDA		ONEY	INCO	ME
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur- ban	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Average Annual 1933	Returns per 1000 pop.	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap- ita	Ur- ban Fam ily Me-
										1933	(per 1000	pop.)								dian
Dundy 27 Fillmore 55	5.6 12.9		.0046		1.3 3.4	2.2	16.53 14.02	44 55	688	4.3 6.9	88 118	212 265	174 208	74 90	235 231	1,460 4,489		.0023	260 346	
Franklin 55 Frontier 75 Furnas 75 Gage 55 Garden 75	9.0 8.1 12.1 30.2 5.0	.59 .88 2 2.20	.0066	42.9	2.4 2.0 3.1 7.6 1.2	.4 .9 1.8 5.8	13.92 16.21 16.54 19.18 18.01	58 54 56 56 48	916 769 909	5.5 4.8 6.7 13.0 5.3	174 128 151 123 24	280 227 294 255 204	130 166 222 606 127	63 74 132 416 68	168 146	3,190 2,037 4,263 13,934 1,879	.34 .71 2.32	.0051 .0032 .0068 .0221 .0030	351 251 351 461 368	1,1
Garfield	3.2 4.2 1.4 8.4 27.1	2 .31 4 .10 4 .61	.0035	2	.8 1.0 .3 1.8 6.8	.1 .2 .5 .5	14.43 12.72 16.02 24.66	57 47 47 53 51	1,127	3.7 2.1 51.2 4.3 20.7	137 70 55 90 109	274 154 384 206 288	64 53 103 115 881	33 37 33 68 660	143 312 169	1,003 632 695 2,041 12,430	.11	.0032	313 147 487 242 458	
Hamilton 75 Harlan 55 Hayes 75 Hitchcock 75 Holt 75	3.1	9 .68 6 .20 2 .5	.007 6 .002 3 .005	9	3.1 2.2 .8 1.7 3.8	1.3 .7 .1 1.2 2.3	14.97 14.78 17.02 15.60	51 54 48 54 53	883 825 688	8.1 6.1 .6 7.4 4.2	147 124 22 134 92	241 196 119 273 217	187 134 43 201 326	79 72 20 97 168	186 215 207	3,815 1,523 393 2,284 5,367	3 .25 3 .07 4 .38	.0024	314 170 109 314 325	
Hooker. 75 Howard 75 Jefferson 55 Johnson 55 Kearney 75	10. 16. 9.	0 .7. 4 1.1 1 .6	3 .008 9 .013 6 .007	2 4 37.7 5	2.5 4.2 2.4 2.0	1.0 3.4 .9 1.2	13.51	. 46 64 54 56 58	849 927 878	11.9 4.2 14.6 5.4 5.8	99 70 120 114 146	365 245 275 275 272	56 122 372 166 177	15 88 243 86 67	139 153 189	351 2,157 5,911 2,593 3,077	7 .36 1 .98 3 .43	.0034	283	1,1
Keith	3. 4. 19.	2 .2 6 .3 1 1.3	3 .002 4 .003 9 .015	8	1.6 .7 1.1 4.4 25.6		19.88 17.27	. 48 54 53 52 53	1,082 779 1,028	7.7 1.9 11.8 4.4 33.9	76 51 68 79 182	304 190 272 222 279	316 32 113 238 3,171	174 14 92 142 2,141	229 123 168	1,585 4,013	8 .08 9 .26 3 .67	.0007 .0025	143 340 210	3
Lincoln	2. 1. 1.	0 .1 8 .1 3 .1	5 .001 3 .001 0 .001	5	.4			50 49 58 59 52	967	17.2 7.0 1.7 .7 15.0	92 75 70 34 123	256 243 162 187 277	854 44 21 27 652	46i 2 48	209 5 420 7 386	604 196 100	4 .10 8 .03 2 .03	.0010 3 .0003 2 .0002	300 109 75	9
Merrick         75           Morrill         75           Nance         75           Nemaha         75           Nuckolis         55	9. 8. 12.	9 .7 7 .6 3 .9	2 .008 3 .007 0 .010	1	2.7 2.2 2.1 3.3 3.2	1.6 1.5	16.17 17.11 13.88	46 40 49 53 49	772 1,145 879	8.5 6.4 7.5 9.1 8.8	120 48 97 127 103	291 214 246 247 228	205 201 179 281 227	111 10 8: 20 11	4 193 2 218 0 141	3,99 3,04 4,69	1 .66 2 .51 5 .78	.0063 .0048 .0075	401 349 380	9
Otoe	9. 5. 9.	4 .6 8 .4 2 .6	8 .007 2 .004 7 .007	5 35.2	1.3	1.0 .8 1.9	13.21 18.23 19.95	54 59 53 55 50	622 804 827	11.9 3.8 4.5 13.4 5.1	137 115 57 199 104	275 249 259 304 246	500 173 144 221 173	71 81 151	8 222 6 167 0 147	1,83 4,25	5 .39 4 .31 3 .7	.0037	24 31 45	91
Platte 7! Polk 7! Redwillow 7! Richardson 7! Rock 7!	10. 13. 19.	.0 .7 .8 1.0 .8 1.4	3 .008 1 .011 14 .016	72 32.1 32 13 48.1 31 29.1	2.5	1.6 2.3 3.3	17.27 24.86 18.66	59 55 54 50 48	1,032 1,413 1,112	10.5 6.3 16.2 10.9 3.0	110 141 131 122 70	250 261 239 274 198	488 211 425 516 52	34	9 177 2 200 8 148	3,64 6,77 7,72	5 .6 3 1.1 2 1.2	.0058 .0108 .0123	36 48 38	91,
Saline 55 Sarpy 75 Saunders 75 Scotts Bluff 75	10.	1 1.4	6 .008	33 17.5 35 13.5 34 13.5 33 38.5	2.4	4.3	17.61 17.21	68 57 60 40	900 1,277 865	11.9 8.4 8.0 17.0	121 54 114 67	319 217 283 281	345 244 504 922	12 26	2 200 2 192	2,95 8,54	9 1.4	9 .0047	28- 42	4

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#### ${\bf N} \,\, {\bf E} \,\, {\bf B} \,\, {\bf R} \,\, {\bf A} \,\, {\bf S} \,\, {\bf K} \,\, {\bf A} \hspace{-1mm} - \hspace{-1mm} ({\bf Continued})$

			PULATION thousand			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	STANDA 1935	RDS	NEW	CAR SAL	LES	SPENDA	BLE N	MONEY 1935	INCO	ME
COUNTIES	Total 1930	% of	% of	% Ur-	Fam- ilies	In millions of \$	Median Rentals	0wn- ers	Aver- age Annual	Returns per 1000	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to	Total in thousands	% of State	% of U.S.A.	Per Cap-	Ur- bar Fan
		State	U.S.A.	ban		1935	1930	1930	1933	pop. 1933	(per 1000	pop.)			1934	of \$			ita	Me
Seward55	15.9	1.16	.0129	17.1	4.0	3.2	15.68	55	899	8.2	138	271	379	205	184	4,884	.81	.0078	306	
Sheridan75 Sherman75 Sloux75 Stanton75 Thayer55	10.7 9.1 4.6 7.8 13.6	.78 .68 .34 .57	.0088 .007 .0038 .0064 .0111		2.6 2.1 1.1 1.8 3.4	2.0 .5 .5 1.4 1.5	18.62 17.21 17.43 14.76	54 56 49 55 54	1,170	11.8 3.6 4.1 6.2 4.6	106 60 36 82 114	263 223 101 176 255	336 148 59 93 232	176 77 26 59 98	191 192 226 158 237	3,869 2,387 519 1,976 5,289	.64 .40 .09 .33 .88	.0061 .0038 .0008 .0031 .0084	358 262 111 253 387	
Thomas	1.5 10.4 9.5 12.0 10.5	.11 .76 .69 .88	.0012 .0085 .0078 .0099	23.0	2.2 2.3 3.0 2.5	.2 .6 1.2 1.1 1.6	14.65 16.31 16.29 25.19	54 41 56 56 49	1,061 926 930	3.3 9.6 5.8 11.4 11.4	44 53 135 109 136	274 177 241 275 254	55 186 148 262 244	16 92 90 146 116	344 202 164 179 210	496 2,693 3,478 3,982 3,869	.08 .45 .58 .66	.0008 .0043 .0055 .0063 .0061	328 257 365 329 366	
Webster	10.2 2.3 17.2	.17	.0083 .0019 .0140		2.6 .5 4.3	.8	12.40 18.67	52 46 53	772 743	4.5 2.6 9.9	149 52 156	234 110 280	123 20 446	69 20 267	178 100 167	3,945 309 7,883	.66 .05 1.32	.0063 .0005 .0125	386 132 457	
STATE TOTAL	1.377.9	100	1.1224	35.2	342.9	308.9	22.61	53	969	18.7	126	254	34,227	21,778	157	600,970	100	.9541	454	1.2

#### KANSAS

							K	AN	SA	1 S								
Allen 51 Anderson 51 Atchison 51 Barber 116 Barton 51	21.3 13.3 23.9 10.1 19.7	1.14 .71 1.28 .54 1.05	.0174 45.4 .0109 20.7 .0195 54.3 .0083 .0161 43.2	6.0 3.6 6.2 2.5 4.8	2.4 1.3 3.7 1.9 4.2	13.36 15.64 20.88 14.26 21.13	57 58 55 51 54	775 851 884 694 1,168	10.0 5.8 18.3 13.0 25.6	113 104 114 112 139	227 249 199 230 270	359 271 440 352 997	249 184 237 204 643	144 147 186 173 155	7,137 4,077 10,105 3,276 9,957	.89 .51 1.27 .41 1.25	.0113 .0065 .0160 .0052 .0158	334 726 305 422 1,134 322 503 1,148
Bourbon	22.3 20.5 35.9 6.9 10.3	1.19 1.09 1.91 .37 .55	.0182 48.0 .0167 35.7 .0292 39.9 .0057 .0084	6.0 5.4 9.3 1.7 2.7	2.8 2.7 5.9 .7 1.0	15.73 15.99 14.66 12.82 11.78	56 55 40 51 53	930 1,202 1,079 680	14.4 8.2 18.3 12.4 5.6	150 137 94 115 95	228 223 257 206 182	392 449 1,229 152 228	295 219 853 105 175	133 205 144 145 130	8,757 8,106 13,743 2,189 2,802	1.10 1.02 1.72 .27 .35	.0139 .0129 .0218 .0035 .0044	391 855 394 869 383 796 315 271
Cherokee	31.4 6.9 4.7 14.5 18.0	1.67 .37 .26 .77 .96	.0256 39.7 .0057 .0039 .0119 30.1 .0147 32.1	8.2 1.5 1.1 3.9 4.7	3.7 .9 .9 2.2 2.9	12.31 15.06 16.47 16.70 19.30	58 56 51 55 54	709 782	10.2 7.9 12.0 11.6 13.9	77 114 96 161 102	167 205 252 253 266	466 123 202 267 487	329 95 95 140 288	142 129 213 191 169	7,488 2,302 1,631 5,838 7,180	.94 .29 .20 .73 .90	.0119 .0037 .0026 .0093 .0114	238 331 340 400 907 399 1,049
Coffey51 Comanche116 Cowley116 Crawford51 Decatur51	13.6 5.2 40.9 49.3 8.8	.72 .28 2.17 2.62 .47	.0111 .0043 .0333 57.0 .0402 36.7	3.7 1.2 10.9 13.3 2.2	1.8 .7 8.9 5.7 1.5	12.82 16.98 21.39 12.07 15.98	61 48 52 57 56	1,100	4.5 11.4 20.8 15.6 9.0	139 107 111 112 148	246 245 240 215 218	290 146 1,304 1,012 173	201 57 887 708 82	144 256 147 143 211	4,256 1,917 20,573 24,524 3,306	.53 .24 2.58 3.07 .42	.0068 .0030 .0327 .0389 .0052	312 365 503 1,182 497 856 373
Dickinson51 Doniphan51 Douglas51 Edwards116 Elk116	25.8 14.0 25.1 7.2 9.2	1.38 .75 1.34 .39 .49	.0211 39.3 .0115 .0205 54.5 .0059 .0075	6.7 3.5 7.1 1.8 2.4	5.0 1.7 5.7 1.2	22.79 13.08 22.86 16.53 13.48	57 53 60 57 55	917 776 730	20.9 5.2 25.7 15.9 5.4	189 131 181 111 111	268 230 264 273 197	747 250 618 276 130	425 184 484 135 72	176 136 128 204 181	10,116 3,334 13,507 2,747 2,156	1.27 .42 1.70 .34 .27	.0161 .0053 .0214 .0044 .0034	391 1,238 237 537 1,242 377 234
Ellis	15.9 10.1 11.0 20.6 22.0	.85 .54 .59 1.10 1.17	.0130 29.0 .0083 .0090 55.5 .0168 48.7 .0179 43.4	3.1 2.4 2.6 4.9 6.1	1.6 2.0 1.0 2.7 4.5	21.51 16.63 21.69 25.59 17.74	56 54 49 45 60	1,117 983 664 956 975	16.2 20.5 21.3 23.4 13.2	96 136 86 105 152	198 267 222 212 255	522 317 332 625 494	348 222 242 346 338	150 143 137 181 146	7,575 5,110 5,104 10,014 8,852	.95 .64 .64 1.26 1.11	.0120 .0081 .0081 .0159 .0141	476 321 463 1,178 485 1,390 402 964
Geary	14.3 5.6 7.7 3.0 6.2	.76 .30 .41 .17 .33	.0117 51.5 .0046 .0063 .0025 .0051	3.4 1.2 1.8 .7 1.3	2.0 .5 .8 .2 .5	19.78 15.32 13.87 18.01 17.92	48 62 51 51 50	1,047	19.4 9.9 4.8 13.2 9.6	163 87 45 40 70	213 252 132 203 219	374 132 79 103 120	291 75 29 71 68	129 176 272 145 178	6,529 1,342 1,654 896 1,379	.82 .17 .21 .11	.0104 .0021 .0026 .0014 .0022	454 1,075 238 213 290 222
Greeley 51 Greenwood 116 Hamilton 116 Harper 116 Harvey 118	1.7 19.2 3.3 12.8 22.1	.09 1.02 .18 .68 1.17	.0014 .0157 19.2 .0027 .0104 22.9 .0180 49.8	5.0 3.3 5.6	2.2 .5 2.3 3.5	12.98 14.63 16.76 23.46	48 45 46 56 58	975 728 965	7.5 11.8 8.7 11.1 25.4	40 104 47 151 147	171 240 236 267 279	42 605 93 527 847	35 411 74 314 593	120 147 126 168 143	425 6,659 970 5,793 10,918	.05 .84 .12 .73 137	.0007 .0106 .0015 .0092 .0173	248 346 291 452 458 1,275
Haskell 116 Hodgeman 116 Jackson 51 Jefferson 51 Jewell 51	2.8 4.1 14.7 14.1 14.4	.15 .22 .79 .75 .77	.0023 .0034 .0120 18.3 .0115	.6 .9 4.0 3.8 3.9	.2 .3 .8 1.7 1.6	19.62 18.02 13.27 12.45 12.98	56 53 59 60 57	928	9.2 6.9 6.7 4.4 5.6	46 108 132 101 168	208 191 222 223 223	92 66 141 126 196	51 43 87 86 133	180 153 162 147 147	607 858 3,980 3,829 3,353	.08 .11 .50 .48 .42	.0010 .0014 .0063 .0061 .0053	216 206 269 271 232
Johnson 51 Kearny 116 Kingman 116 Kiowa 116 Labette 51	27.1 3.1 11.6 6.0 31.3	1.44 .17 .62 .32 1.67	.0221 13.4 .0026 .0095 23.5 .0049 .0255 47.5	7.3 .7 2.9 1.4 8.4	3.4 .3 1.7 .6 4.3	17.65 13.67 16.79 13.78 16.90	66 48 56 52 53	1,220	9.3 8.6 12.6 16.4	116 71 139 103 138	250 193 282 228 215	601 64 538 204 702	408 30 235 51 384	147 213 189 400 167	9,288 742 5,167 1,411 13,272	1.16 .09 .65 .18 1.66	.0147 .0012 .0082 .0022 .0211	342 232 443 234 424 918
Lane	3.3 42.6 9.7 13.5 4.1		.0027 .0348 40.9 .0079 .0110 .0034	.8 8.7 2.3 3.7 1.0	7.8 1.5 1.3	15.00 15.60 13.41 11.43 16.68	58 57 62 57 55	752 1,008	10.3 19.3 7.8 7.5 7.4	128 116 154 168 110	259 157 210 224 254	108 759 89 218 132	87 534 58 171 88	124 142 153 127 150	1,192 15,432 2,083 3,772 1,799	.15 1.93 .26 .47 .23	.0019 .0245 .0033 .0060 .0029	351 362 848 215 279 434
Lyon	29.2 23.5 20.7 23.0 6.8	1.25 1.10 1.23	.0238 48.1 .0192 26.0 .0168 .0188 17.4 .0056	7.6 5.9 5.1 6.0 1.6	4.8 5.0 2.7 3.9	23.76 23.53 13.41 18.39 18.27	59 56 57 56 60	9 73 1,184 779 956	19.8 23.1 8.6 10.3 6.8	158 196 180 149 100	243 356 283 239 217	694 1,148 692 427 182	405 886 280 229 122	171 130 247 186 149	15,219 11,178 6,653 8,898 1,931	1.91 1.40 .83 1.11	.0242 .0177 .0108 .0141 .0031	520 1,291 474 321 386 282
Miami51 Mitchell51 Montgomery51	21.2 12.7 51.4		.0173 38.6 .0104 27.4 .0419 70.0	5.4 3.3 13.9	3.4 2.0 7.8	19.38 14.39 19.27	54 57 52	1,123	12.9 13.9 19.4	137 196 125	197 269 221	326 214 1,284	269 191 930	121 112 138	8,137 5,652 22,594	1.02 .71 2.83	.0129 .0090 .0359	383 1,053 442 439 1,047

#### K A N S A S—(Continued)

			PULATIO			BANK DE- POSITS	RENT OWNER		FAC- TORY WAGE	COME TAX	STANDA 1935	RDS	NEW	CAR SAL	ES	SPENDA		MONEY 1	NCO	ME
COUNTIES	Tetal 1930	% of State	% of U.S.A.	% Ur- ban	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Average Annual 1933	Returns per 1000	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap-	Ur- ban Fam- ily
		State	U.J.A.	Uan		1000	1000	1000	1000	pop. 1933	(per 1000	pop.)			1004	01.3			1CM	Me- dian
Morris 51 Morton 116	11.8 4.0		.0097		3.0	1.9	14.45 17.96	57 52		9.3 9.7	173 68	223 143	255 106	106 68	241 156	3,741 1,236	.47 .15	.0059	315 302	
Vernaha51 Veosho51 Vess51 Verten51 Daage51	18.3 22.6 8.3 11.7 17.5	1.20 .44 .82	.0068	45.3 23.6	4.5 6.1 1.9 3.0 4.8	2.4 3.0 1.0 1.9 1.6	16.34 16.57 14.64 16.09 12.54	56 55 60 57 64	911 778 1,472	5.9 12.7 7.8 10.1 5.6	182 45 179 226 95	228 240 234 225 226	304 495 158 206 259	147 320 128 114 138	207 155 123 181 188	6,757 8,776 3,053 4,564 4,083	.85 1.10 .38 .57	.0107 .0139 .0048 .0072 .0065	368 387 365 390 233	90
0sborne	11.5 9.8 10.5 12.1 15.8	.52 .56	.0086	33.6	3.0 2.8 2.4 3.2 4.0	1.7 1.5 2.0 1.6 2.1	14.24 12.15 18.80 12.96 14.03	55 55 51 55 61	789 944 881	8.3 9.1 17.6 8.1 8.3	120 141 131 140 132	218 263 239 217 225	193 211 345 168 296	103 122 198 109 134	187 173 174 154 221	4,943 3,125 4,524 4,076 4,955	.39 .58 .51	.0078 .0050 .0073 .0065 .0079	427 318 440 335 312	1,02
Pratt	13.3 7.3 47.7 14.7 13.8	2.54 2.78	.0060	56.6	3.3 1.7 12.2 4.0 3.7	3.9 1.5 13.1 2.1 2.4	22.88 16.54 20.96 13.98 16.26	53 60 56 57 57	968 894 941 821	18.7 9.6 20.9 9.9 14.4	128 147 132 149 164	235 245 284 247 389	512 227 1,988 271 808	307 140 1,352 156 528	147 174	4,871 1,902 23,788 3,362 5,718	2.98	.0378	258	1,1
Riley	19.8 9.6 9.0 11.0 29.3	.51	.0078 .0074 .0096	1	5.3 2.4 2.1 2.6 7.5	3.3 .9 1.8 2.3 6.5	26.86 12.46 15.86 16.55 25.60	56 53 58 55 52	906 883	20.7 7.5 13.0 17.0 26.3	179 146 143 127 168	284 234 269 318 269	732 139 286 556 975	422 103 177 228 830	135 162 244	10,558 3,436 3,834 3,915 17,415	.43	.0055 .0061 .0062	360 423 354	1,4
Scott	3.5 136.3 8.6 85.5	7.25 0 .45 2 4.55	.1110 3 .006 3 .069	0 81.5 6 65.5 4 75.2		51.8 1.3 40.8	14.93 28.92 24.48 24.63 16.30	50 49 51 57 58	934 852	11.8 33.2 17.5 38.0 4.9	95 157 81 161 82	238 243 179 256 171	99 5,560 218 2,596 70		134	1,685 88,367 4,270 55,915 1,345	11.07 .54 7.01	.1402 .0068 .0888	424 648 529 656	4 8 1.5 9 1.3 6 1.3
Sherman	2.	5 .7 4 .5 1 .1	1 .011 6 .008 1 .001	8	1.8 3.6 2.6 .5	1.1 1.7 2.3 .2 .6	21.82 12.99 14.57 14.91 21.04	53 54 55 47 48		12.9	113 149 142 15 53	226 222 267 201 181	235 152 459 45 117	266 56	141 173 80	3,835 3,057 758	.48 7 .38 8 .09	.0061 .0049 .0012	283 293 353	2
Sumner	7. 6. 10.	3 .3 4 .3 8 .5	9 .006 4 .005 8 .008	8	7.6 1.8 1.4 2.8	1.5	17.64 18.75 18.30 13.18 15.22	53 50 54 60 59	877		130 138 75 178 62	251 256 208 217 243	839 234 119 169 57	190 61 81	1 195 7 194	3,05 1,76 2,53	3 .31 0 .22 5 .33	.0048 2 .0028 2 .0040	410 27 23	6 2 4
Washington51 Wichita51 Wilson51 Woodson51 Wyandotte51	18. 8.	5 .1 6 .9 5 .4	4 .002 9 .015 6 .006	2 36.6	2.2	2.9 .8	12.45 13.30 13.42 19.43	55 52 56 59 56	744 966 958	6.0 6.5 10.6 5.5 22.0	146 49 112 96 93	265 220 207 219 205	286 38 321 132 2,868	25 9	72 2 127 1 148	5,39 1,94	5 .1 4 .6 4 2	1 .0014 8 .0086 4 .0031	33 3 28 1 22	9 7
STATE TOTAL	1,880.	9 100	1.532	38.8	487.1	358.6	19.03	55	955	17.4	132	236	49,679	32,93	5 15	798,08	7 100	1.267	1 42	29 1.0

## West North Central States—City Data

#### MINNESOTA

CITY	COUNTY		POPULA	rion		Bank Debits Ratio 1935 to	Major Cities,	City Revenue Receipts, 1934, Major	Postal Receipts, Ratio	Returns 1933, per	Spendable Money In- come, 1935
		Zone	Municipal	% County	% State	1934	1935	Cities, per capita	Dec. 1935 to Dec. 1934	1000 people	per capita
Albert Lea Austin Brainerd Ouluth Faribault	Freeborn	48,000 43,732 55,000 377,149 50,885	10,169 12,276 10,221 101,463 12,767	35.38 43.74 39.90 49.59 42.58	.40 .48 .40 3.96	114	20,561	61.20	111.8	36 51 28 39 20	505 542 485 725 376
libbing	St. Louis. Blue Earth. Hennepin. Olmsted. Benton-Sherburne- Stearns.	50,000 105,830 567,252 65,000 76,000	15,666 14,038 464,356 20,621 21,000	7.65 41.47 89.68 58.21	.61 .55 18.11 .80	112	121,123	68.24	107.8	27 43 57 40	710 625 830 655
St. Paul South St. Paul /irginia Winona	Ramsey	365,830 35,000 27,000 114,813	271,606 10,009 11,963 20,850	94.73 28.93 5.85 59.33	10.59 .39 .47 .81	119 159 117	67,414	45.32	102.7	52 32 32 40	775 550 704 531

#### IOWA

Boone	Story	25,000 52,000 150,000 180,000 92,000	10,261 11,886 26,755 56,097 25,726	32.97 40.60 70.11 68.13 57.97	.42 .48 1.08 2.27 1.04	112 137			113.7	26 31 33 43 42	630 450 605 800 635
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#### I O W A—(Continued)

CITY	COUNTY		POPULAT	TION		Bank Debits Ratio 1935 to	Major Cities,	City Revenue Receipts, 1934, Major	Postal Receipts, Ratio	Income Tax Returns, 1933, per	Spendabl Money Ir come, 193
		Zone	Municipal	% County	% State	1934	1935	Cities, per capita	Dec. 1935 to Dec. 1934	1000 people	per capit
Council Bluffs Davenpert Des Moines Dubuque Fort Dodge	Pottawattamie Scott	101,430 395,094 890,858 228,790 234,000	42,048 60,751 142,559 41,679 21,895	60.16 78.56 82.48 68.09 54.16	1.70 2.46 5.77 1.69 .89	124 125 115	39,325	44.48	123.4	34 39 55 38 31	620 854 950 714 685
Fort Madison lowa City Keokuk Marshalltown Mason City	Lee. Johnson. Lee. Marshall. Cerro Gordo	33,887 55,000 81,972 81,636 188,250	13,779 15,340 15,106 17,373 23,304	33.39 50.67 36.60 51.51	.56 .62 .61 .70 .94	110			• • • •	33 39 35 27 41	541 662 547 595 725
Muscatine Newton Oskaloosa Ottumwa Sioux City	Muscatine	79,805 32,000 50,000 151,991 782,031	16,778 11,560 10,123 28,075 79,183	57.09 35.09 39.23 69.36 77.88	.68 .47 .41 1.14 3.20	121	000000000000000000000000000000000000000	* * * * * * * * * * * * * * * * * * *	101.5	27 24 27 34 41	576 565 548 650 820
Waterloo	Black Hawk	200,000	46,191	66.80	1.87	131			• • • •	34	771
				MIS	SO	URI					
Cape Girardeau	Cape Girardeau Boone	80,223 31,031 111,420 25,000 76,000	16,227 14,967 22,761 15,296 21,596	48.87 45.07 67.96 3.25 70.00	.45 .41 .63 .42 .60	0000		0000	0000	23 31 22 40 27	515 575 523 815 534
Joplin Kansas City Maplewood Moberly St. Charles	Newton-Jasper Jackson St. Louis Randolph St. Charles	250,000 1,122,830 30,325 10,491	33,454 399,746 12,657 13,772 10,491	1.18 1.22 52.10 43.07	.92 11.02 .35 .38 .29	120 108	125,983	52.82	100.2	26 55 52 28 32	775 880 779 565 540
St. Joseph	Buchanan	306,396 1,464,745 20,806 261,353	80,935 821,960 20,806 57,527 25,809	82.06 79.53 60.02 69.37 2.49	2.23 22.65 .57 1.59 .71	109 118 121 114	202,874	50.06	103.3 104.1	34 14 20 26 10	602 890 465 558 805
Webster Groves	St. Louis	,	16,487	1.59	.45			••••		14	785
			N O	RTH	D A	KO	ΓА		1		
Bismarck Fargo Grand Forks Minot	Burleigh	100,042 132,000 160,048 125,000	11,090 28,619 17,112 16,099	56.10 58.72 53.55 47.91	1.63 4.20 2.51 2.36	124 122 115	0000000	••••	105.4	56 67 47 43	700 662 660 655
		1	S 0 1	U Т Н	D A	кот	ΓА				
Aberdeen Huron Mitchell Aapid City Sioux Falls Watertown	Brown	125,000 47,943 133,018 68,000 209,179 78,500	16,485 10,946 10,942 10,404 33,382 10,214	52.37 47.79 65.02 51.81 65.59 58.45	2.38 1.58 1.58 1.50 4.81 1.47	120		0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	102.3	40 39 29 30 46 34	650 437 570 575 710 545
			N	EB	RAS	KA					
Teatrics	Gage	45,000 40,000 75,000 101,027 440,000	10,297 11,407 18,041 15,490 75,933	34.05 45.14 68.53 58.97 75.69	.75 .83 1.31 1.12 5.51	110	000000000000000000000000000000000000000	****	112.7	27 32 30 25 44	530 542 518 580 618
Norfolk North Platte Omaha	Madison Lincoln Douglas	110,000 13,606 350,000	10,717 12,061 214,006	41.16 47.06 91.84	.78 .88 15.54	115	61,186	55.21	107.1	29 34 56	572 545 735
				KA	NS	A S					
rkansas City Itchison hanute offeyville	Cowley	59,543 25,724 30,000 40,000 93,436	13,946 13,024 10,277 16,198 10,059	34.10 54.37 45.34 31.50 48.72	.74 .69 .54 .86	102				37 32 24 28 36	505 485 445 515 580
Dorado	Butler Lyon Bourbon Reno Montgomery	35,000 61,040 35,000 74,754 40,000	10,311 14,067 10,763 27,085 12,782	28.76 48.10 48.08 56.67 24.87	.55 .75 .57 1.44 .68	108 53	********			41 38 29 33 33	500 571 583 585 510
Cansas Cityawrence	Wyandotte Douglas Leavenworth	151,458 40,000 45,000 40,000	121,857 13,726 17,466 10,136	86.29 54.59 40.92 50.98	6.46 .73 .93 .54	113 117	*******	55.37		24 43 37 35	500 590 535 612

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## SALES PLANS THAT SUCCEED USE STATION W-H-O IN IOWA

L OOK over the names of advertisers using WHO season after season. Not the network list, but the list of those who single out WHO as the profitable way to sell Iowa.

Among the names of consistent WHO advertisers, you find Alka-Seltzer, Chevrolet, Ford, General Mills, Kellogg, Phillips, Shell and Skelly.

Those are names you know. Their marketing executives and their advertising agencies are experienced in buying radio for results. Their use of WHO, season after season, shows WHO has "delivered" for them. It can "deliver" for you.



The star marks WHO, Des Moines, full-time power, 50,000 watts. All other Iowa stations, situated as marked, evening power 1.000 watts or less.

#### In Selling Iowa by Radio, These Facts Are Fundamental:

Selling Iowa by radio is distinctly not a low-power job, because Iowa is too broad a market, stretching over 200 miles north to south, and over 300 miles east to west. Commercially, all this territory is fertile, because Iowa's tremendous buying power is spread over the entire state.

2 Iowa trade is not dominated by one or two big cities. Des Moines, home of WHO, is Iowa's largest city, yet it has less than 6 per cent of Iowa's population (1930 census). Iowa commerce flows through more than a score of trading centers.

Some of these centers have smaller radio stations—some do not. Trying to cover them with smaller stations is expensive—and you still don't cover them all. The sound, economical way to sell Iowa is through the one station that covers Iowa—Station WHO.

Outstanding program-schedule, economical time-rates, far-reaching power—these factors enable WHO to help move merchandise at an astonishing profit. Put the selling power of WHO behind YOUR merchandise, and strengthen your position in the prosperous Iowa market.

#### CENTRAL BROADCASTING COMPANY, DES MOINES

J. O. MALAND, Manager

Phone 3-7147

## The Central Station - WHO - Des Moines ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST CLEARED-CHANNEL - 50,000 WATTS - FULL-TIME

National Representatives: FREE & SLEININGER, INC. -New York, Detroit, Chicago, Los Angeles, San Francisco.

APRIL 10, 1936

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#### K A N S A S—(Continued)

CITY	COUNTY		POPULA	TION		Bank Debits Ratio 1935 to	Major Cities,	City Revenue Receipts, 1934, Major	Receipts, Ratio	Income Tax Returns, 1933, per	Spendable Money In- come, 1935
		Zone	Municipal	% County	% State	1934	1935	Cities, per capita	Dec. 1935 to Dec. 1934	1000 people	per capita
Parsons Pittsburg Salina Topeka Wichita	Labette. Crawford	29,905 98,145 57,155 349,752 463,055	14,903 18,145 20,155 64,120 111,110	47.54 36.78 68.71 75.26 81.50	.79 .96 1.07 3.40 5.89	104 88 118	30,169	30.92	95.0 106.6	30 33 37 50 40	487 600 653 720 715

## West South Central States—County Data

#### ARKANSAS

			PULATION THOUSAND			BANK DE- POSITS	RENT		FAC- TORY WAGE	IN- COME TAX	LIVIN STANDA 1935	RDS	NEW	CAR SA	LES	SPEND		MONEY 935	INCO	ME
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur- ban	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Average Annual 1933	Returns per 1000 pop.	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap- ita	Ur- bar Fan ily Me
Arkansas	22.3 25.1 9.5 35.2 14.9	1.36 .51 1.90	.0204 .0078 .0287	22.0 11.1 10.0 24.2	5.3 5.8 2.2 9.1 3.5	1.8 1.3 .4 1.7	15.25 11.40 13.52	41 24 52 61 56	585 244 379	10.0 3.5 2.2 3.7 2.7	30 12 13 53 44	133 55 74 129 124	306 155 56 346 172	312 156 47 220 146	98 99 119 157 118	8,670 3,628 1,581 7,345 4,545	.79 .35 1.61	.0138 .0058 .0025 .0117 .0072	389 144 166 208 304	
Bradley56 Calhoun56 Carroll102 Chicot56 Clark56	17.4 9.7 15.8 22.6 24.9	.53 .85 1.22	.0079		3.9 2.0 3.8 6.1 5.5	1.0 .1 .9 .5 1.5		48 50 63 23 43	550 157 423 367	3.8 1.0 1.6 4.6 3.9	27 14 35 13 28	73 42 84 62 76	108 56 101 153 235	95 34 69 185 200	114 165 146 83 118	2,673 1,308 2,541 3,875 4,396	.58 .29 .56 .85	.0042 .0021 .0040 .0062 .0070	153 134 161 171 176	
lay	27.2 11.3 12.7 27.3 21.9	.61 .69	.0223	3	6.1 2.5 2.8 6.1 4.7	.5 .4 .2 1.5	11.24	37 59 48 43 45	591 468 403 379	2.5 1.1 .9 1.9 2.7	13 13 12 20 11	70 60 49 58 50	195 58 58 169 125	134 44 63 132 124	146 132 92 128 101	5,970 1,975 1,545 3,766 4,017	.43	.0025	219 174 121 138 183	
Craighead 61 Crawford 61 Crittenden 61 Cross 61 Dallas 56	44.7 22.5 39.7 25.7 14.6	1.21 2.14 1.39	.0184	23.0 22.9 13.6 21.8	9.8 5.1 10.6 6.1 3.2	1.8 1.3 .8 .7 1.0	13.08	36 49 11 24 55	576 1,171 443	7.6 3.7 3.5 4.1 3.1	24 27 5 13 30	80 89 61 50 67	414 181 373 168 123	428 109 376 158 99	97 166 99 106 124	11,423 5,029 5,739 3,588 2,127	1.10 1.26 .79	.0080	255 223 144 139 145	
Desha	21.8 19.9 28.3 15.7 10.8	1.07	.0162 .023	7 15.9 2 15.4 1 19.5 8	5.6 4.7 6.1 3.5 2.3	1.6 .5 .1	12.99	22 34 46 49 53	716 368 381	6.2 3.3 3.0 1.0	13 16 23 21 6	62 65 70 69 61	176 123 213 74 54	197 83 197 45 31	89 148 108 164 174	4,337 2,851 5,761 3,549 1,735	.78	.0091	199 143 203 225 160	3
Garland	36.0 9.8 26.1 30.8 18.1	1.40 1.66	.008 .021 .025	3 56.1 3 22.8 1 19.4 7 28.2	8.9 2.1 5.8 7.0 4.1	6.4 .1 1.6 2.1 5.0	17.86 10.90 10.99 11.19	44 57 40 37 55	639 335 597 380 431	14.1 .9 4.9 3.9 3.3	63 8 18 22 15	138 61 74 61 80	582 41 181 227 145	406 42 160 279 110	113 81	17,723 1,623 5,741 5,381 2,689	1.28 1.18	.0026 .0091 .0085	492 165 220 174 149	4
Howard	17.4 24.2 12.1 27.5 64.1	2 1.31 3 .69 1.51	.019 .010	7 18.5	3.9 5.4 2.9 6.0 16.4	.4 .8 .2 1.5 10.1	11.16 13.89	40 46 53 24 28	418 452 683	2.5 3.3 .4 4.3 10.8	21 25 4 15 41	73 68 40 55 72	102 212 38 176 642	110 179 40 156 548	118 95 113	3,005 4,293 1,977 6,154	.94 .43	.0068 .0031 .0098	172 177 154 220 271	4
Johnson	16.1 21.1 26.1	9 .9 6 1.2 6 1.4	.013 2 .017 4 .021	7 15.7 7 15.9 6 7 16.2	4.8	.3 .6 .3 .4		47 31 36 23 21	716 616 536	2.6 2.7 3.2 3.7 1.5	18 15 8 9 4	69 50 67 44 33	127 102 150 138 58	120 87 140 173 68	117 107 80	3,911 2,834 5,154 4,460 2,631	.62 1.13 .97	.0045 .0082 .0071	203 167 238 168 130	7 8 8
Little River Logan	24. 33. 13.	1 1.3 7 1.8 3 .7	0 .019 2 .027 2 .010	6 13.4 4	3.7 5.2 7.8 3.0 1.9	.8	10.60	32 48 28 63 54	252	1.5 1.7 3.1 .8 .2	12 26 13 9 6	50 86 69 58 48	78 172 291 35 40	89 145 216 35 23	119 135 100	7,73 1,82	1.12 7 1.69 8 .40	.0081	190 212 225 133 141	9
Miller	20.	2 3.7 6 1.1 7 .5	4 .056 1 .016 8 .008	9 35.1 4 18.2 8 14.7 7 6 14.8	16.5 5.1 2.3	1.8 1.0	12.17	41 15 28 47 41	676 442 516	11.5 5.8 4.2 .8 2.5	41 14 16 4 20	100 84 48 43 68	395 898 137 37 158	439 897 134 29 147	100 102 127	3,67	8 4.86 4 .80 9 .33	.0353 .0058 .0024	170	8
Newton	29. 7. 40.	8 1.6 6 .4 6 2.1	1 .024 2 .006 9 .033	3 24.3	1.6	2.2 .1 1.3		20	661 495		5 26 3 24 15	35 91 66 74 59	34 378 43 371 68	364 38 431	104 113 86	5,64 1,33 10,06	2 1.24 0 .25 8 2.26	.0090 .0021 .0160	18 17 24	8
Poinsett	14. 5 26. 8 15.	5 1.4	0 .012 3 .021 2 .012	11 10.0 21 20.9 16 21.2 23 22 73.4	3.5 5.9 3.5	1.5	11.90	. 23 . 55 . 43 . 39 . 43	483 365 511 557	5.3 2.4 3.7 3.6 25.2	13 34 22 14 80	70 90 72 60 159	228 133 194 82 3,286	120 173 93	111	2,20 5,44 3,65	6 .4	0035 0 .0086 0 .0058	14 20 24	7 . 18 . 15 . 17 1
Randolph56 St. Francis65 Saline56 Scott	33. 6 15. 11.	3 1.8 6 .8 8 .6	0 .023 4 .013 3 .009	72 13.7 28 22.0 36	3.5	2.3	10.78	20	406 673		15 13 16 30 2	55 65 85 62 41	74 286 114 74	28: 8: 4:	5 100 3 137 8 154	5,58 2,14 1,87	8 1.2 6 .4 6 .4	2 .0089 7 .0034 1 .0030	16 13 15	

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			PULATIO			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	STANDA 1938	IRDS	NEW	CAR SAL	.ES	SPENDA		MONEY 935	INCO	ME
COUNTIES	Total 1930	% of	% of	% Ur-	Fam-	In millions of \$	Median Rentals	0wn- ers	Aver- age Annual	Returns per 1000	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to	Total in thousands	% of State	% of U.S.A.	Per cap-	Ur- ban Fam- ily
		State	U.S.A.	ban		1935	1930	1930	1933	pop. 1933	(per 1000	pop.)			1934	of \$			ita	Me- dian
Sebastian	54.4 16.3 10.7 7.9 55.8	2.94 .88 .58 .43 3.01	.0443 .0133 .0087 .0065 .0454	17.9	13.4 3.7 2.4 1.7 13.5	18.3 .4 .2 .1 6.5	15.47	44 44 57 60 37	706 455 798	16.4 3.3 .5 .4 10.5	70 23 3 16 33	144 68 63 37 121	913 91 69 22 921	755 106 38 18 973	121 86 182 122 95	28,867 2,915 1,861 697 22,014	.64 .41 .15	.0458 .0046 .0030 .0011 .0349	178 174 87	
van Buren56 Vashington Vhite56 Voodruff56 Vell56	11.9 39.2 38.2 22.6 21.3	2.12 2.06 1.22	.0097 .0319 .0312 .0185 .0173	25.8 8.8	2.5 9.6 8.6 5.0 4.7	4.1 1.1 .3 .4	12.51	60 55 44 23 41	342 372 410	.3 5.2 2.9 4.1 1.3	3 79 18 13 8	39 132 66 49 48	42 458 241 200 108	33 355 205 136 105	127 129 118 147 103	1,737 10,859 8,193 2,417 4,735	2.38 1.79		277 214 107	
STATE TOTAL	1,854.4	100	1.5105	20.6	438.6	134.2	11.56	38	541	6.5	28	82	17,828	15,757	113	456,634	100	.7250	242	8

#### LOUISIANA

Acadia	39.3 15.2 18.4 15.9 34.9	1.87 .72 .88 .76 1.66	.0320 28.9 .0124 20.8 .0150 20.5 .0130	8.5 3.4 4.2 3.6 7.6	3.6 .3 .3 1.1		46 41 50 40 37	491 552 313 517 391	7.2 6.2 5.2 3.4 2.6	20 20 13 8 9	98 75 69 68 62	604 225 171 63 248	418 157 115 60 206	145 143 149 105 120	8,315 2,870 2,779 2,076 3,838	1.40 .48 .47 .35 .64	.0132 .0046 .0044 .0033 .0061	211 188 151 130 110
Beauregard 8 Bienville 96 Bossier 96 Caddo 96 Calcasieu 8	28.3 124.6	.68 1.13 1.35 5.93 2.00	.0119 43.7 .0194 .0231 14.1 .1015 61.4 .0342 46.1	3.3 5.2 6.9 31.4 9.7	.7 .9 .6 35.9 6.8	13.31 19.27 11.84	52 38 22 35 47	468 413 915 825	5.4 2.8 3.4 31.1 22.3	19 4 3 77 53	63 58 83 161 182	175 270 369 3,643 1,343	169 228 299 2,832 1,224	104 118 123 129 110	2,547 4,565 3,895 64,382 17,199	.43 .77 .65 10.79 2.88	.0040 .0072 .0062 .1022 .0273	175 192 137 516 1,382 410 849
Caldwell	10.4 6.0 12.4 32.2 12.7	.49 .29 .59 1.54 .61	.0085 .0049 .0101 .0263 16.8 .0104 19.5	2.2 1.2 2.7 7.1 3.4	.4 .3 3.8 .3	12.46	42 40 25 34 15	461 531	4.0 2.8 1.7 5.3 7.7	25 1 4 20 10	72 89 52 65 53	86 141 90 361 85	81 97 96 328 122	106 145 94 110 70	1,207 1,037 1,423 5,231 1,871	.20 .17 .24 .88 .31	.0019 .0016 .0023 .0083 .0030	116 171 114 162 148
De Soto96 E. Baton Rouge71 East Carroll96 East Feliciana71 Evangeline71	31.0 68.2 15.8 17.4 25.4	1.48 3.25 .75 .83 1.21	.0253 12.3 .0555 45.0 .0129 18.1 .0142 22.7 .0207	7.1 16.2 4.3 3.2 5.7	1.8 11.2 .5 .5	17.16	34 41 15 27 32	540 1,117	4.4 25.8 7.1 3.4 1.6	16 66 13 12 3	60 174 51 51 50	349 1,806 100 143 195	304 1,309 146 100 158	115 138 69 143 123	4,571 33,887 2,804 2,015 2,461	.77 5.68 .47 .34 .41	.0073 .0538 .0045 .0032 .0039	147 497 1,230 177 115 97
Franklin	30.5 15.7 28.1 24.6 13.8	1.45 .75 1.34 1.17 .66	.0249 .0128 .0230 28.3 .0201 20.8 .0112	6.9 3.5 6.2 5.9 2.9	1.1 .2 2.7 1.4 .5		20 37 41 34 39	552 596 441 579	2.7 3.2 9.7 9.5 4.6	7 7 27 19 10	47 66 107 83 82	170 179 428 322 166	208 189 322 221 166	95 133 146 100	4,051 1,993 5,785 4,175 3,222	.68 .33 .97 .70 .54	.0064 .0032 .0092 .0066 .0051	133
Jefferson71 Jefferson Davis71 Lafayette71 Lafourche71 La Salle96	40.0 19.7 38.8 32.4 11.6	1.91 .94 1.85 1.55 .55	.0326 33.9 .0161 20.4 .0316 37.6 .0264 13.7 .0095	9.0 4.4 8.2 6.5 2.6	1.3 2.4 2.4 2.5	12.30	44 45 43 43 36	635 714 567 425	11.9 9.4 8.6 7.3 5.1	1 33 27 17 14	92 113 91 80 85	370 449 557 419 154	255 301 373 297 132	145 149 149 141 117	4,364 3,814 8,850 4,346 2,672	.73 .64 1.48 .73 .45	.0069 .0061 .0141 .0069 .0042	109 882 193 228 134 229
Lincoln	22.8 18.2 14.8 23.6 38.4	1.09 .87 .71 1.12 1.82	.0186 19.2 .0148 .0121 22.4 .0193 21.6 .0313 11.8	4.9 3.8 3.7 5.7 8.7	1.9 .3 .5 1.1 1.8	10.26 10.50 13.38	44 48 12 21 31	586 412 523 622 468	6.8 1.0 7.2 7.4 3.7	29 1 15 16 13	82 45 58 77 51	318 103 127 255 231	256 94 153 225 276	124 109 83 113 84	3,406 1,455 2,383 4,868 4,333	.57 .24 .40 .82 .73	.0054 .0023 .0038 .0077 .0069	149 80 161 205 113
Orleans71 Ouachita96 Plaquemines71 Pointe Coupee.71 Rapides96	458.7 54.3 9.6 21.0 65.4		.3737 100. .0442 59.9 .0078 .0171 .0533 40.6	111.9 13.2 2.0 4.9 14.6	174.1 6.8 .7 12.5	22.33 15.30 12.19	27 30 51 17 37	712 736 320 487 534	41.3 19.5 10.0 4.7 13.5	73 55 6 36	124 133 76 65 104	6,981 1,144 124 198 861	5,097 996 105 115 776	137 115 118 172 111	239,288 24,456 796 3,200 24,821	40.11 4.10 .13 .54 4.16	.3800 .0388 .0013 .0051 .0394	522 1,601 450 1,097 83 152 379 874
Red River       .96         Richland       .96         Sabine       .96         St. Bernard       .71         St. Charles       .71	16.0 26.3 24.1 6.5 12.1	.77 1.25 1.15 .31 .57	.0131 .0215 .0196 .0053	3.8 6.1 5.0 1.3 2.6	.4 .5 1.0 .6 .4	13.29	23 19 41 49 44	444	2.6 2.7 5.7 8.3 9.9	6 11 19	48 58 57 127 82	113 203 192 93 120	125 198 244 97 79	90 103 79 96 152	1,536 3,681 3,004 688 1,506	.26 .62 .50 .12 .25	.0024 .0058 .0048 .0011 .0024	96
St. Helena71 St. James71 St. John the	8.4 15.3	.40 .74	.0069	1.7 3.4	.2		44 36		. 5.4	1 5	27 58	29 87	29 63	100 138	523 2,567	.09	.0008 .0041	62 167
Baptist	14.0 60.0 21.7	.67 2.85 1.03	.0115 .0489 16.4 .0177	3.1 12.3 4.4	2.9 .4		37 32 47	400 395	5.6 5.1 3.2	12 - 10	64 70 58	103 636 286	59 490 222	174 130 129	1,665 7,921 2,157	.28 1.33 .36	.0026 .0126 .0034	118 132 99
St. Mary	29.3 20.9 46.2 15.0 29.8	1.40 1.00 2.20 .72 1.42	.0239 31.4 .0170 28.7 .0376 24.8 .0123	6.7 4.9 10.1 4.0 6.3	1.6 1.1 1.1 .4 1.6		38 49 41 11 45	539 457 508	8.5 9.0 4.8 5.6 6.6	19 30 16 11 18	63 97 67 52 78	230 237 384 111 298	161 177 349 108 225	143 134 110 103 132	4,665 2,928 7,752 2,412 3,541	.78 .49 1.30 .40 .59	.0074 .0046 .0123 .0038 .0056	159 140 168 180
Union 96 Vermilion 71 Vernon 96 Washington 71 Webster 98	20.7 33.6 20.0 29.9 29.4	.99 1.60 .95 1.42 1.40	.0169 .0274 12.9 .0163 16.4 .0243 46.9 .0240 19.0	4.5 7.0 4.3 6.8 6.7	1.9 .8 2.5	10.68 10.47	47 43 45 41 36	477 472 797 623	1.8 5.5 3.5 8.5 5.5	12 15 9 27 18	61 86 49 91 73	217 443 122 492 427	156 289 122 405 340	139 153 100 121 126	2,765 5,067 2,516 8,625 4,317	.46 .85 .42 1.45 .72	.0044 .0080 .0040 .0137 .0069	133 150 126 289 860
W. Baton Rouge71 West Carroll96 West Feliciana.71 Winn96	9.7 13.8 10.9 14.7	.47 .66 .52	.0079 .0113 .0089 .0120 25.2	2.5 3.0 2.1 3.2	.3 .3 .1 .3		26 29 13 51	531	6.2 1.9 2.6 4.7	6 14 16	74 53 38 58	85 129 83 136	57 86 55 131	148 150 150 104	867 1,661 948 1,958	.15 .28 .16 .33	.0014 .0026 .0015 .0031	89 120 88 133
STATE TOTAL	2,101.5	100	1.7117 39.6	485.3	304.5	15.52	34	672	16.6	35	96	29,279	23,272	126	596,521	100	.9470	279 1,113

COME

1,281

926

,368 ....

#### OKLAHOMA

COUNTIES			PULATIO			BANK DE- POSITS	RENT	AND	FAC- TORY WAGE	COME TAX	STANDA 193	ARDS	NEW	CAR SA	LES	SPENDA	BLE !	MONEY	INCOME
COUNTIES	Total 1930	of State	% of U.S.A.	% Ur- ban	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Average Annual 1933	Returns per 1000 pop.	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to	Total in thousands	% of State	% of U.S.A.	Per Fam
		-								1933	(per 100	0 pop.)			1934	of \$			ita Me- dian
Adair       111         Alfalfa       116         Atoka       74         Beaver       116         Beckham       74	14.7 15.2 14.5 11.4 28.9	.60	.0120 .0124 .0118 .0093 .0236		3.0 3.7 3.1 2.7 6.7	1.6 .3 .4 2.4	13.63 13.13 17.95	48 56 28 62 42	337 975 501 693	2.3 4.2 1.6 3.1 7.5	13 119 15 49 55	61 236 68 169 159	82 446 176 154 522	41 292 87 99 370	200 153 202 156 141	2,162 4,408 1,739 1,910 10,345	.24 .49 .20 .21	.0034 .0070 .0028 .0030 .0164	147 289 120 167
Blaine     74       Bryan     74       Caddo     74       Canadian     74       Carter     74	20.4 32.2 50.7 28.1 41.4	2.12	.0167 .0263 .0414 .0229 .0337	9.9	4.7 7.1 11.3 6.7 9.8	1.5 2.0 3.3 4.1 4.6	13.18 10.52 15.85 20.51 14.45	46 33 37 47 38	784 794 1,099 1,047 952	5.5 5.3 5.1 16.0 14.5	71 40 54 94 63	211 107 145 212 150	462 411 820 856 1,006	283 311 533 487 793	164 132 154 176 127	6,199 7,588 12,927 8,847 21,344	.70 .85 1.45 .99 2.40	.0098 .0120 .0205 .0140 .0339	303 235 255 315 1.47
Cherokee       111         Choctaw       74         Cimarron       27         Cleveland       74         Coal       74	17.4 24.1 5.4 24.9 11.5	1.04	.0142 .0197 .0044 .0203 .0094	38.4	3.7 5.4 1.3 5.5 2.5	.7 .6 .3 3.1	16.65 24.58	41 32 55 44 36	553 848	2.7 3.3 4.6 11.4	23 26 34 97 19	77 68 181 179 91	195 163 132 578 176	117 132 111 403 130	167 123 119 143	2,868 5,769 1,658 10,945 2,177	.32 .65 .19 1.23	.0046 .0092 .0026 .0173 .0035	515 1,03 164 239 306 439 1,28
Comanche	34.3 15.4 18.0 64.1 27.5	.66 .76 2.68	.0280 .0126 .0147 .0522 .0224	23.6	7.8 3.5 3.8 15.1 6.4	3.1 .4 1.7 3.2 2.7	18.92 13.87 11.46 14.31 18.66	38 34 48 32 46	702 823 696 972 661	12.7 3.7 5.0 10.4 6.5	94 43 55 46 84	207 158 137 158 179	1,006 273 283 1,368 625	645 201 165 1,209 399	135 156 136 171 113 157	13,136 5,141 4,327 24,670 10,334	1.47 .59 .49 2.77 1.16	.0209 .0082 .0069 .0392	383 1,35 333 240 385 1,02
Delaware            Dewey         .74           Ellis         .116           Garfield         .74           Garvin         .74	15.3 13.2 10.5 45.5 31.4	.65 .55 .44 1.90 1.31	.0125 .0108 .0086 .0371 .0256		3.3 3.1 2.6 11.7 6.8	.1 .7 .7 8.2 2.7	12.90 13.91 24.99 13.25	51 47 53 52 40	1,174 598	.3 4.1 5.6 18.3 4.8	6 70 74 127 40	65 191 200 255 124	78 254 177 1,652 476	53 158 136 1,232 351	147 161 130 134 136	2,057 3,313 2,352 24,880 8,454	.23 .37 .26 2.79	.0033 .0053 .0037 .0395 .0134	376 134 250 223 546 1,46 269
Grady	47.6 14.1 20.2 13.8 7.7	1.99 .59 .83 .58 .32	.0388 .0115 .0165 .0113 .0063	23.7	10.6 3.7 4.4 3.0 1.8	5.5 1.7 1.7 .5 .3	18.41 13.92 15.26 15.82 14.70	40 55 39 37 59	546 574	9.1 7.3 5.1 2.6 3.7	57 156 48 50 60	129 295 145 132 201	761 586 297 117 139	541 276 215 134	141 212 138 87 181	16,601 3,862 6,352 3,979 2,492	1.86 .43 .71 .45	.0264 .0061 .0101 .0063	348 273 313 288
Haskell	16.2 30.3 28.9 17.3 13.0	.68 1.27 1.21 .73 .55	.0132 .0247 .0235 .0142 .0107		3.4 6.6 6.6 3.8 2.9	.3 1.5 1.9 1.1	14.41 17.24 11.78	30 33 38 37 30	955 785	1.0 6.2 7.1 3.7 1.8	21 39 64 35 24	58 110 168 134 98	107 494 487 261 143	87 347 361 119	123 142 135 219	3,622 7,513 12,253 5,108 2,427	.41 .84 1.38 .57 .27	.0058 .0119 .0195 .0081	223 248 424 294
Kay	50.1 15.9 29.6 11.1 42.8	2.09 .67 1.24 .46 1.79	.0409 .0130 .0241 .0091 .0349	17.0 16.8	12.6 4.0 6.9 2.4 9.3	10.3 2.0 2.3 .2 1.2	21.50 14.93 17.18	45 52 40 36 32	1,218 926 442 542	27.9 6.9 6.2 2.2 2.9	112 104 65 16 20	239 233 177 60 69	1,689 574 462 51 391	1,185 288 323 49	143 199 143 104	26,190 5,160 10,386 2,031	2.94 .58 1.17 .23	.0039 .0416 .0082 .0165 .0032	522 1,3 323 351 182
Lincoln	33.7 27.7 9.6 21.5 34.7	1.41 1.16 .40 .90 1.45	.0275 .0226 .0079 .0178 .0283	13.0	7.8 7.0 2.1 4.5 7.5	3.7 4.7 .5 1.2	12.57 16.22 13.58	41 48 34 33 29	648 631	6.1 14.6 1.9 3.2 1.8	52 80 25 31	148 218 94 93 57	535 803 96 198 259	255 341 549 53 121	153 157 146 181 164	9,369 7,116 2,124 5,050	.95 1.05 .80 .24 .57	.0134 .0149 .0113 .0034 .0080	278 256 1,11 220 234
McIntosh	24.9 12.2 11.0 17.8 12.4	1.04 .51 .46 .74 .52	.0203 .0099 .0090 .0146 .0101	34.1	5.1 2.9 2.4 3.9 2.8	1.2 .9 .7 .7	14.56 10.39	27 50 32 46 40	1,018 756	3.5 4.9 2.3 3.5 6.2	16 99 29 24 44	57 230 106 103 150	141 282 122 181	191 124 176 88 107	136 114 160 139 169	5,691 3,847 2,268 3,541	.73 .64 .43 .25 .40	.0090 .0061 .0036 .0056	228 315 206 198
Muskogee111 Noble74 Nowata51 Okfuskee111 Oklahoma74	66.4 15.1 13.6 29.0 221.7	2.77 .63 .57 1.21 9.25	.0541 .0123 .0111 .0236 .1806	27.7 25.9 13.7	15.6 3.8 3.2 6.3 55.7	10.2 1.5 .6 2.8 93.2	19.44 16.34 13.04 32.75	39 47 44 32 38	866 876 770 830 926	20.5 11.2 7.6 4.7 37.7	70 81 54 28 136	139 253 195 92 249	1,008 474 274 364	791 298 211 303	145 127 157 130 120	3,025 29,088 6,325 3,624 5,957	.71 .41 .67	.0461 .0100 .0058 .0095	244 1,0 438 1,3 418 266 205
Okmulgee	56.5 47.3 38.5 19.8 36.9	2.36 1.97 1.61 .83 1.54	.0461 .0386 .0314 .0162 .0301	19.8 47.8 27.7	13.2 11.2 9.3 4.7 9.3	4.2 2.7 3.5 1.6 5.4	14.83 14.32 14.84 14.69 20.09	38 31 51 41 39	1,058 918 1,141	12.3 10.9 8.8 9.8 12.2	49 42 35 48 97	140 164 144 167	964 1,354 569 376	737 1,230 373 266	128 131 110 152 141	5,121	2.05 1.62 1.15 .57	.0290 .0229 .0162 .0081	323 1,0 305 265 1,0 258
Pittsburg. 74 Pontotos 74 Pottawatomie 74 Pushmataha 74 Roger Mills 74	50.7 32.4 66.5 14.7 14.1	2.12 1.35 2.78 .61 .59	.0414 .0264 .0542 .0145 .0115	34.6	10.9 7.3 16.0 3.3 3.1	4.3 3.2 4.2 .4 .3	11.21 16.50 23.54	39 38 42 28 49	813 867 1,061 341	7.1 8.3 10.4 2.3	35 59 48 12 23	101 190 141 64 129	1,111 552 1,233 1,369 125	778 421 691 1,081 80	143 131 178 127 156	10,677 11,515 10,975 23,557 2,775	1.29 1.23 2.64 .31	.0170 .0183 .0174 .0374 .0044	289 1,4 227 338 1,1 354 1,6 188
Rogers	18.9 79.6 19.5 33.0 14.1	.80 3.32 .81 1.38 .59	.0154 .0649 .0159 .0269 .0115	29.3	4.3 18.8 4.1 7.6 3.3	1.0 3.6 .2 3.7 1.6	12.32 24.53 16.52 19.05	40 40 32 38 53	732 930	5.5 8.8 1.2 9.9 8.9	51 20 13 56 67	146 141 57 160 215	301 2,195 88 788 282	102 197 1,974 75 543 372	153 111 117 145	2,937 4,258 27,868 4,028 9,661	.48 3.13 .45 1.08	.0047 .0068 .0442 .0064 .0153	207 225 350 207 292 1,1
Fillman	24.3 187.5 22.4 27.7 29.4	7.83 .94 1.16	.0199 .1528 .0183 .0226 .0240	78.8 13.3 53.1	5.8 47.7 4.8 7.2 8.7	1.7 87.0 1.0 9.3 1.4	14.96 32.16 10.27 22.87 14.96	37 38 32 43 44	763 1,064 871	6.4 45.7 3.2 44.4 3.3	52 134 20 105 58	169 226 67 244 145	511 6,042 123 870 318	423 4,934 93 729 189	103 121 122 132 119	3,694 7,548 130,653 4,519 14,068	.51 1.58	.0059 .0120 .2074 .0072 .0223	309 697 1,8 201 506 1,5
Woods116 Woodward116	17.0 15.8	.71 .66	.0139		4.3	1.7	18.78 18.02	54 54	811 672	10.9	121 84	216 198	436 381	288	168 151 179	6,878 6,304	.76	.0108	371
STATE TOTAL	2,396.0	100	1.9516	34.3	564.1	349.3	20.07	40	922	14.6	68	165	53,116	39,377	178	4,672 890,807	100	1.4143	372 1,4

To facilitate use of the figures in this volume, the editors have included two indexes: One in the front of the book on page 489 and the other in the back of the book on page 604. There you will find references to all county and city figures by states.

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HARDWARE AGE OA CHILTON PUBLICATION 239 WEST 39TH ST. NEW YORK, N.Y.

#### TEXAS

			PULATION thousan			BANK DE- POSITS	RENT OWNER		FAC- TORY WAGE	COME TAX	STANDA 1935	RDS	NEW	CAR SAL	.ES	SPEND		MONEY 1935	INCO	ME
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur-	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	0wn- ers 1930	Aver- age Annual 1933	Returns per 1000 pop.	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap-	Ur- ban Fam ily Me-
		State	U.S.A.	БДП		1933	1000	1330	1000	1933	(per 1000	pop.)			1004					dian
Anderson	34.6 .7 27.8 2.2 9.6	.48	.0006 .0226 .0018	26.3	8.0 .1 6.4 .5 2.2	3.2 1.9 .1 .3	13.78 10.92 11.74	43 31 42 48 34	923 592	16.0 4.1 8.0 10.4 8.0	46 41 39 28 26	132 264 120 162 163	644 43 513 24 158	575 18 409 16 199	112 238 125 150 79	10,000 129 8,523 517 2,022	.02	.0159 .0002 .0135 .0008 .0032	289 175 307 233 209	
Armstrong	3.3 15.6 18.8 5.1 3.7	.27	.0128 .0154		.7 3.3 4.6 1.1	.3 .6 2.0 .1	10.36 13.23 18.01	46 39 49 42 62	700	9.9 4.3 11.0 4.4 3.9	53 20 71 6 108	195 127 215 168 183	63 268 375 110 47	104 159 230 84 23	61 169 163 131 204	939 3,802 5,943 1,221 504	.25	.0015 .0060 .0095 .0019 .0008	282 243 315 235 133	
Bastrop	23.8 7.4 15.7 50.0 292.5	.13 .27	.0060	13.8 35.4 30.5 38.2 81.4	5.5 1.6 3.4 11.8 68.8	1.6 .7 2.4 4.2 69.1	14.29 13.82 15.78 20.87	41 42 34 40 44	701 841 739	8.4 7.4 15.7 10.9 31.0	26 41 40 63 95	143 199 185 183 206	408 239 433 856 6,677	247 119 365 549 4,801	165 200 117 156 139	6,183 2,149 4,702 17,663 183,967	.09	.0075	299 353	1.02
Blance 90 Borden 38 Bosque 113 Bowie 8	3.8 1.5 15.7 48.5 23.0	.01 .27	.0012	2	.9 .3 3.7 11.5 5.2	.8 8.2 2.3	11.86 13.53 13.48	61 38 47 43 45	585 614	3.1 3.3 3.6 8.2 16.6	74 58 37 32	209 54 183 108 172	28 10 296 771 678	13 3 133 598 487	333 223	1,088 254 3,633 11,042 7,748	.01	.0058		97
Brazes	21.8 6.6 5.5 5.9	.11	.005		5.3 1.5 1.2 1.2	2.5 .4 .2 .4	12.63 10.54 19.07 11.83	38 42 40 40	770	15.3 18.7 1.8 8.6	62 41 11 8	174 145 139 114	610 154 86 120	419 81 73 66	190 118	7,061 2,531 2,230 1,843	.10	.0112 .0040 .0035 .0029		3 9 3 7 9

APRIL 10, 1936

INCOME

Per Famcapita Median

1,032

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1,848 1,063 1,064 1,440

,184

,806

,439

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[583]

#### A BIG YEAR FOR TWO BIG NEWSPAPERS

—and also a big year for general advertisers who use San Antonio Express and San Antonio Evening News for selling the Texas market during this State's Centennial celebration.

—a big year for The Express and The Evening News, that in January, 1936, carried 971,922 lines of paid advertising. This was 186,797 lines more than in January, 1935. In February, 1936, these two newspapers carried 1.001,516 lines of paid advertising, which was 207,433 lines more than in February, 1935. For the year 1935 they showed a gain of 1,211,981 lines of paid advertising over 1934.

A Big Year in Texas, bringing opportunities to increase their Texas business to advertising producers of food products, beverages, refrigerators, household necessities, radio equipment, automobiles, transportation, wearing apparel, and building materials.

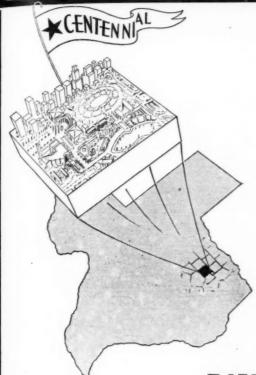
#### SAN ANTONIO EXPRESS SAN ANTONIO EVENING NEWS

Texas' Foremost Newspapers

#### T E X A S—(Continued)

			PULATIO thousand			BANK DE- POSITS	RENT A		FAC- TORY WAGE	COME TAX	STANDA 1935	ARDS	NEW	CAR SAL	LES	SPEND		MONEY 1935	INCOL	ME
COUNTIES	Total 1930	% of State		% Ur- ban	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	Own- ers 1930	Average Annual 1933	Returns per 1000 pop, 1933	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	can- ita	Ur- bar Fan ily Me dia
Brown38	26.3	.45	.0215	48.4	6.5	2.2	17.54	48	256	7.3	74	194	592	409	145	12,191	.50	.0193	462	1,2
Burleson	19.8 10.3 31.3 5.3 12.7	.34 .18 .54 .09 .22	.0256	32.9	4.7 2.5 6.9 1.1 3.0	.8 .4 1.9 .3 .8	17.32 10.38 14.02	39 45 32 41 46	1,002	5.9 4.2 11.4 6.7 6.2	18 101 37 30 41	103 145 152 148 167	213 165 614 85 255	162 86 603 45 176	192 102 189	4,055 3,007 8,780 1,718 2,383	.12 .36 .07	.0048 .0139 .0027	290 280 319	
Cameron     90       Camp     23       Carson     23       Cass     23       Castro     38	77.5 10.0 7.7 30.0 4.7	.14	.0082 .0063 .0245	26.2	17.3 2.3 1.8 6.6 1.0	4.5 .4 1.1 1.9 .2	10.68 20.29 20.92	35 44 33 44 53	762 387 283	13.3 4.4 15.0 1.9 1.5	23 34 37 19 19	130 108 250 70 149	1,137 108 337 464 51	997 72 398 264 85	150 85 176	29,905 2,656 2,193 5,697 1,173	.11	.0042	264 283 190	
Chambers 44 Cherokee 44 Childress 38 Clay 38 Cochran 38	5.7 43.1 16.0 14.5 1.9	.25	.0352 .0131 .0118	24.5 44.6	1.2 9.4 3.7 3.3 .4	.1 3.1 1.9 .5	14.00 12.27 17.02 13.05	52 41 39 43 43	442 670	22.4 5.1 9.5 5.8 3.1	27 33 47 67	210 98 154 139 206	219 651 351 205 34	159 700 251 91 20	93 140 225	1,370 9,989 5,617 4,421 664	.41 .23 .18	.0159 .0089 .0070	240 231 350	1,2
Coke	5.2 23.6 46.1 14.4 19.1	.79	.0376	25.6 15.8 24.6	1.2 5.4 10.9 3.3 4.8	1.5 3.5 1.3 2.0	11.67 18.22 10.63 16.32 10.20	38 36 36 38 45	684 592 810	3.8 6.4 5.7 5.5 12.9	48 57 42 29 40	154 173 161 124 160	67 468 609 211 356	31 273 392 176 259	155 120	689 7,093 14,572 5,854 6,218	.29 .61 .24	.0113 .0234 .0093	319 405	
Comal	11.9 18.4 7.6 24.1 19.9	.13	.0150 .0062 .0197	36.9	3.0 4.5 1.7 5.7 4.4	1.6 .9 .3 1.9 1.3	13.67 17.44 13.98 11.19	51 48 32 45 43	560 879 926 552	18.4 3.6 8.0 8.2 3.0	76 46 40 57 59	289 136 168 156 173	468 213 165 431 263	224 142 96 272 172	172 158	4,021 4,887 3,148 7,971 7,336	.17 .20 .13 .33	.0050	412 330	1,0
Cettle         38           Crane         38           Crockett         38           Crosby         38           Culberson         32	9.3 2.2 2.5 11.0 1.2	.04 .04 .19	.0018 .0021 .0090		2.0 .7 .7 2.5	.6 .5 .5 .5	19.25 13.28 25.63 17.27 11.56	34 21 50 38 32	598	7.0 17.1 37.1 8.6 27.7	20 18 90 15 37	134 333 201 160 219	154 176 122 192 69	115 125 91 193 42	141 134 99	4,350 825 582 3,835 519	.18 .03 .02	.0013	371 225 348	
Dallam	7.8 325.6 13.5 5.9 13.1	.24	.2653 .0111 .0049		1.9 82.5 3.0 1.4 2.9	186.1 .6 .6 .5	23.67 26.97 17.30 24.09	46 39 37 49 35	1,032 771	20.4 50.8 4.1 10.8 2.3	60 136 22 31 48	184 231 149 193 98	257 12,030 242 132 77	148 9,139 163 103 85	132 149 128	4,365 262,378 3,859 2,864 3,020	10.84 .16 .12	.4166 .0061 .0045	806 284 479	1,5
Dentan	32.8 27.4 8.6 8.8 10.2	.15	.0224 .0070 .0072	2	7.9 6.5 1.9 1.7 2.3	2.2 2.0 .4 .3 .9	14.32 10.65 16.17	43 44 41 43 39	960 634	7.0 9.6 5.2 6.2 9.6	65 52 30 29 49	175 140 158 107 142	799 308 216 106 157	430 205 179 61 118	150 121 174	13,128 10,486 3,521 2,864 3,522	.43 .15	.0166 .0056 .0045	324	
Duval         90           Eastland         38           Ector         38           Edwards         90           Ellis         23	12.1 34.1 3.9 2.7 53.9	.04	.0032	3 49.4	2.4 8.4 .9 .7 13.0	2.7 .3 .2 4.4	15.84 28.48 13.21 12.84	38 45 34 49 35	927	8.3 11.4 17.7 25.0 8.3	6 34 34 47 44	109 202 343 132 160	163 834 454 52 1,001	113 698 215 28 616	119 211 186	2,365 13,672 2,351 585 14,284	.56 .10	.0217 .0037 .0009	194 400 594 212 265	1,
El Paso 32 Erath 38 Falls 113 Fannin 23 Fayotte 44	131.5 20.8 38.7 41.1 30.7	.36 .67 .71	.0169 .0316 .0335	18.9 13.7 13.7	30.3 5.1 8.7 9.9 7.1	22.4 1.5 2.6 2.3 2.9	12.42 13.37 11.25	29 49 32 37 51	754 658 607 570 635	8.9 5.0 6.7 3.7 9.6	60 46 30 36 48	140 152 103 125 201	2,736 339 486 362 394	1,934 191 234 240 275	177 208 151	53,636 6,607 6,327 12,295 11,193	.27 .26 .51	.0195	318 163 299	
Fisher	13.5 12.4 6.3 29.7 8.4	.21 .11 .51	.0110 .0101 .0051 .0242	21.2	3.0	.6 .6 .2 1.7	15.74 19.41 13.58 12.27 13.91	38 45 40 26 42	392	3.5 5.7 5.2 12.5 1.8	19 41 36 24 19	130 170 169 156 68	190 149 145 432 56	143 218 93 434 38	133 68 156 99	4,263 6,019 2,217 11,150 898	.18 .25 .09	.0068 .0096 .0035 .0177	314 485 351 375	
Freestone	22.5 9.4 2.8 64.4 5.5	.39 .17 .05	.0184 .0077 .0023 .0525	4 15.5 7 26.9 3	5.2 2.0 .6	1.8 .4 .1 30.6	12.29 23.06 12.27	43 36 51 38 44	866	6.0 4.8 3.6 56.4 9.0	32 22 30 127 40	103 95 158 204 218	313 131 67 1,627 148	278 80 37 1,343 127	113 164 181 121	5,018 1,720 736 43,015 2,634	.21 .07 .03 1.78	.0080 .0027 .0012 .0683	222 182 263 668	1,

## The Blue Ribbon Market of 936



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980

11

The first Exposition ever offered to the World by Texas is built right on this superb.

1935 Spendable Money Income story of Dallas!

# \* The TEXAS CENTENNIAL EXPOSITION

DALLAS . . . JUNE 6 . . . NOVEMBER 29

A NEW cosmopolitan market is assembled, transplanted and united with the Dallas market which, in spendable money income, ranked ninth in the United States in 1935. In its own right, Dallas is Texas' Number 1 market area, unchallenged by any other city. And, coming here for the Texas Centennial is a mighty host of visitors that will far outnumber the State's entire population.

I N the city . . . through the \*Dallas area . . . and among the millions of visitors to the Centennial . . . The News and The Journal are first papers in their combined circulation and influence.

Here—this year—is America's per capita market . . . covered by first rank per dollar advertising media . . . offering the extra value of Centennial visitor-coverage.

 Thirty-seven rich agricultural counties . . . containing the world's greatest oil field . . . hustling towns . . . and Dallas. Within this area 1/6 of the people of Texas dwell permanently.

#### The Dallas Morning News The Dallas Journal

"Texas' Major Market Newspapers"

Representatives: JOHN B. WOODWARD, Inc., New York, Chicago, Detroit, Boston, Kansas City, San Francisco, Los Angeles Associated Enterprises: The Semi-Weekly Farm News, Radio Station WFAA (50,000 Watts). The Texas Almanac and State Industrial Guide (Centennial Issue in 1936).

#### T E X A S—(Continued)

			PULATION THOUSAND			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	LIVIN STANDA 1935	RDS	NEW	CAR SAL	.ES	SPENDA	BLE N	MONEY 935	INCOME
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur- ban	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Aver- age Annual 1933	Returns per 1000 pop.	Tele- phones	Pass. Car Reg.	1925	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per Fai
			-				-			1933	(per 1000	pop.)			1954				ita Me dia
Gillespie	11.0 11.2 10.0 28.3 22.0	.19 .01 .17 .49	.0090 .0010 .0082 .0231 .0180		2.6 .2 2.1 6.2 5.5	.8 .5 1.2 2.8	11.44	67 31 36 38 35	540 349 1,117	9.3 12.7 6.5 76.4 21.1	124 28 20 34 56	234 129 135 130 328	181 20 123 340 1,546	123 26 83 261 1,284	147 77 148 130 120	4,236 137 2,436 6,456 12,894	.17 .01 .10 .27	.0067 .0002 .0039 .0103 .0205	384 108 241 228 584 1,5
Grayson. 23 Gregg. 23 Grimes. 44 Guadalupe. 90 Hale. 38	65.8 15.7 22.6 28.9 20.1	1.13 .27 .39 .50 .35	.0129 .0184 .0236	44.9 31.9 22.6 18.0 43.7	16.5 3.8 5.3 6.3 4.6	11.0 8.9 1.5 2.8 1.6	13.32 11.70 22.01	45 45 33 37 45	724 877 491 637 576	13.3 124.1 8.8 8.5 11.6	68 159 23 54 41	166 1146 113 154 196	1,334 4,139 286 316 471	878 3,809 252 203 571	152 109 113 156 82	25,481 10,730 6,314 6,693 8,495	1.05 .44 .26 .28 .35	.0405 .0170 .0100 .0106 .0135	387 9 680 279 231 421 1,5
fall	16.9 13.5 3.5 14.5 13.9	. 29 . 23 . 06 . 25 . 24	.0110	30.7	3.8 3.2 .8 3.4 3.4	.9 1.1 .4 1.3 1.3	17.58 11.82 21.33 16.41	34 51 50 38 53	936 566 616	5.3 3.5 10.7 9.9 11.1	29 69 34 53 27	123 195 216 156 123	230 192 103 255 333	156 150 162 215 283	147 128 64 119 118	4,814 4,377 1,251 5,324 4,450	.20 .18 .05 .22 .18	.0076 .0069 .0020 .0085 .0071	284 324 353 366 319
Harris	3 <sup>59.3</sup> 48.9 2.1 16.6 14.9	6.17 .84 .04 .29 .26	.0398	83.7 33.1 9.3 15.7 34.4	91.4 11.3 .5 3.8 3.3	189.1 4.7 .6 1.2	26.85 13.49 17.50 12.60 11.72	40 43 51 37 41	940 599 543	55.8 10.8 10.5 3.8 13.0	113 40 15 23 57	235 90 127 141 213	13,883 810 43 293 424	11,326 727 21 203 337	123 111 205 144 126	241,907 7,755 502 5,858 5,389	10.00 .32 .02 .24 .22	.3841 .0123 .0008 .0093 .0086	673 1, 158 230 351
Hemphill	4.6 30.5 77.0 43.0 9.2	.08 .52 1.32 .74 .16	.0627	14.2 49.1 18.1	1.0 6.7 17.2 10.1 2.0	1.2 4.9 2.6 .3	17.50 11.14 11.96 14.55	47 38 39 36 40	1,403 766 540 416	19.8 4.2 10.0 5.6 2.2	80 27 22 33 10	173 89 147 157 169	143 382 1,296 623 191	96 289 1,202 381 140	149 132 108 164 136	1,920 5,842 22,434 11,880 2,561	.93	.0030 .0093 .0356 .0189 .0041	414 191 291 276
Hood	6.7 29.4 30.0 22.8 3.7	.11 .50 .52 .40	.0244	18.4 14.7 60.0	1.6 6.7 6.6 5.5	1.8 1.4 2.8	11.68 26.43	51 41 38 34 17	626 506 1,069	1.3 3.6 3.9 15.2 8.1	100 48 24 37 13	151 104 82 197 128	57 293 363 1,024 44	43 185 363 737 39	133 158 100 139 113	1,246 5,606 6,665 8,815 1,016		.0020 .0089 .0090 .0140 .0016	184 191 189 385 1, 273
Hunt	49.0 14.8 2.0 9.0 10.9	.84 .28 .04 .16	.0121		11.8 3.8 .5 2.1 2.4	4.4 .4 .6 .7	12.57 14.84 13.50 13.78 13.03	39 31 43 48 37	709 973	6.5 22.5 14.2 7.4 6.5	67 20 57 61 27	150 249 213 161 147	743 586 37 161 173	538 604 33 102 123	138 97 112 158 141	16,830 5,933 550 2,604 3,274	.02	.0267 .0094 .0009 .0041 .0052	343 400 1 268 288
Jasper	17.0 1.8 133.3 4.9 13.4	.30 .03 2.29 .09	.0015	81.4	3.7 .4 32.6 .9 2.9	.9 .1 25.6 .4 1.4	20.66	47 51 40 42 40	489 1,091 646	4.4 11.7 29.1 18.7 11.6	28 53 75 19 20	85 166 192 182 140	198 44 3,764 195 260	188 31 3,283 159 203	105 142 115 123 128	4,055 386 72,506 1,246 3,037	2.99	.1151	238 . 214 . 544 1 253 . 226 .
Johnson38 Jones38 Karnes90 Kaufman23 Kendall90	33.3 24.2 23.3 40.9 4.9	.42 .40	.019	34.6 7 16.9 0 11.1 3 21.5	8.2 5.6 4.7 8.9 1.3	2.7 1.5 1.2 3.5 .7	14.40 14.97 12.07 11.75 13.39	45 40 32 32 32 66	704 581 677 724	7.9 8.7 8.5 9.6 17.7	45 35 35 38 149	195 192 157 116 308	976 507 405 742 171	538 331 311 667 114	181 153 130 111 150	12,626 10,596 5,484 9,333 2,036	.44	.0168 .0087 .0148	379 1, 437 . 235 . 228 . 409 .
Kenedy90 Kent38 Kerr90 Kimble90 King38	3.8 10.1 4.1	.07	.008	1 3 44.7	.1 .8 2.4 1.0	2.3	17.22 16.67	12 40 49 46 18	953	10.0 1.3 32.5 13.4 1.7	43 64 82	88 128 224 196 142	9 80 309 80 25	10 47 197 58 11	90 170 157 138 227	192 559 4,672 667 280	.02	.0074	274 145 460 1 162 235
Kinney90 Kieberg90 Knex38 Lamar23 Lamb38	48.5	.21	.010	1 54.7	2.4 11.5	3.9	10.12 18.84 13.55 12.56 16.73	39 47 38 35 45	1,227 616	18.6 18.6 6.9 8.2 5.2	32 40 28 43 15	148 144 185 111 182	98 238 334 559 418	69 186 163 475 332	142 128 205 118 126	1,281 4,883 1,950 12,227 4,260	.20 .08	.0078 .0031 .0194	392 1 171 . 252 .
Lampasas	8.3 27.5 13.3	.47	.006 .022 .010		1.7	3.3	12.75 13.28 10.94	50 41 52 50 41	645 679 707	9.5 5.2 9.1 2.8 2.3	99 16 63 24 19	229 93 222 131 84	264 138 428 117 147	149 77 338 69 156	179 127 170	2,867 1,474 6,329 4,912 3,918	.06	.0024 .0101 .0078	179 . 230 . 367 .
Liberty	39.4 4.5 8.5	.66	.032 .003 .007	2 16.6	4.5 9.3 1.0 1.8 1.3	2.4	11.40 12.81 14.84 11.58 11.79	42 35 58 38 53	1,229 481 687	14.3 8.0 7.3 5.0 11.4	22 35 72 10 78	152 101 196 129 214	517 502 124 114 125	528 318 98 90 72	158 127 127	6,246 9,004 1,810 1,262 1,950	.08	.0143 .0029 .0020	228 . 401 . 141 .
Loving	39.1 12.3 13.1	.63	.010	9 62.3	2.7 3.0	4.8 .6 1.0	24.71 17.90 14.65 17.63	22 42 37 43 39	706 652 719	46.2 16.6 3.2 11.4 20.0	56 27 78 71	569 209 151 210 188	18 1,362 227 427 1,954	32 1,068 162 243 1,514	128 140 176	2,232 5,172	1.01	.0389	180 . 373 .
McMullen, 90 Madison 44 Marion 23 Martin 38 Mason 90	12. 10. 5.	2 .2	.010 9 .008 9 .004	0 4 	.3 2.7 2.4 1.2 1.3	.5	13.06 15.78 11.33	39 38 44 37 52	332	2.9 2.6 5.4 11.8	21 14 8 113	138 104 68 127 208	19 265 185 113 115	17 163 94 37 53	163 197 305	3,277 1,596 688	.14	.0052	268 154 119
Matagorda 44 Maverick 90 Medina 90 Menard 38 Midland 38	6. 13.	1 .1	1 .005		1.3 3.1 1.1	1.9	10.56 13.09 26.75	38 48 49 48 38	717 524 254 1,083	18.5 19.3 7.8 21.7 34.7	32 36 66 76 70	161 156 153 202 275	457 151 162 153 668	300 116 114 89 425	130 142 172	2,397 3,408 1,558	.10	.0101 .0038 .0054 .0025 .0070	392 244 350
Milan	8. 14. 19.	2 .1 1 .2 1 .3	4 .006	9 12.0 8 32.9 6 16.3	1.9	1.1 1.4	10.66 16.52 12.92	32 53 38 58 43	748 896 457	6.3 1.7 7.5 7.2 30.0	35 83 34 54 12	131 169 169 153 205	462 141 360 418 431	369 63 249 266 565	224 145 157	2,073 5,033 4,87	.25 3 .09 2 .21 5 .20	.0095	250 355 254

#### T E X A S—(Continued)

			PULATIO			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	STANDA 1935	RDS	NEW (	AR SAL	ES	SPENDA		ONEY I	NCO	ME
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur- ban	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Average Annual 1933	Returns per 1000 pop. 1933	Tele- phones (per 100)	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap- ita	Ur- bar Fan ily Me dia
Moore	1.5 10.0 6.8 30.2 60.5	.52	.0013 .0082 .0055 .0247 .0493	18.7	2.2 1.5 6.8 14.1	.1 .4 .3 2.8 6.3	14.32 11.60 12.70	36 34 37 44 32	559 762	12.9 2.0 4.4 5.9 9.8	26 23 17 36 35	281 79 133 112 118	91 100 123 453 754	71 103 70 452 560	129 97 176 100 135	580 2,166 1,304 7,589 20,563	.02 .09 .05 .31 .85	.0009 .0034 .0021 .0121 .0326	372 216 191 251 340	
lewton	12.5 19.3 51.7 5.2 1.4	.89	.0043	56.1 61.6 54.0	2.7 4.7 11.8 1.2	1.3 9.5 .4	21.34 16.46 24.21	40 42 30 51 48	433 942 745	1.9 10.9 23.7 14.2 19.9	10 49 51 41 26	63 179 225 195 260	79 441 2,112 151 25	54 311 1,767 202 12	146 142 120 75 208	1,869 8,929 22,745 2,484 546	.08 .37 .94 .10	.0030 .0142 .0361 .0039 .0009	149 462 439 475 389	1,5 1,1
Orange 8 Palo Pinto 38 Panola	15.1 17.5 24.0 18.7 5.8	.42	.0143 .0196 .0153	26.1	3.6 4.3 5.3 4.6 1.3	6.4 2.1 .7 2.0 .4	12.77 12.71	42 48 37 53 52	444 688 269 684	14.6 12.5 1.5 6.6 6.0	36 59 14 57 5	147 182 58 178 173	345 357 262 342 126	212 279 206 209 123	163 128 127 164 103	5,315 5,510 4,644 5,849 1,701	.19	.0084 .0087 .0074 .0093 .0027	351 313 193 312 290	9
Pecos	7.8 17.5 46.0 10.1 7.1	.30 .79 .18	.0143 .0375 .0083	34.5 91.1 38.5	1.8 3.9 11.6 2.0 1.5	.6 .9 13.8 .5 .2	22.10 27.01	34 39 37 32 37	426 993 741	18.3 6.9 39.5 12.5	26 19 104 18 10	211 89 231 89 64	304 267 1,886 129 55	264 233 1,590 114 64	115 115 119 113 86	3,451 4,909 27,997 2,920 1,452	1.16	.0055 .0078 .0445 .0046 .0023	288	81,6
Randall	7.0 3.0 2.1 30.9 6.4	.05 .04	.002		1.7 .8 .5 7.0 1.5	.3 .2 .1 1.1 1.0	25.06 12.81 20.74	52 29 60 33 38	419 1,040	6.5 49.2 5.5 2.0 20.8	44 23 84 25 52	129 246 107 79 205	88 126 10 222 247	82 128 17 221 137	107 98 59 100 180	1,970 1,400 405 7,124 3,580	.06 .02	.0031 .0022 .0006 .0113 .0057	184	2
Refugio44 Roberts	7.6 1.4 27.2 7.6	.0	.001: 7 .022 3 .006:	2 10.8	1.7 .3 6.2 1.9 5.1	.3	21.60	30 42 36 35 43	733 555	31.7 22.0 6.9 2.2 9.3	41 71 29 39 67	264 235 96 163 202	287 47 374 165 482	333 64 314 89 349	86 73 119 185 138	4,390 567 6,357 1,817 9,094	.02 7 .26 7 .08	.0069 .0009 .0101 .0029 .0145	389 233 233	3
Rusk	11. 12. 9.	.2	.009 .010 .007	8 2 9	7.1 2.7 2.7 2.2 5.1	.8	11.20	45 37 38 38 29	1,064	21.4 1.7 1.8 .8 13.9	42 15 17 4 22	264 65 69 39 152	1,993 109 134 36 462	1,720 52 102 36 389	210 131 100	19,060 1,77 2,490 1,06 6,48	.07 8 .10 7 .04	.0303 .0028 .0040 .0017 .0103	14 20 11	0
San Saba38 Schleicher38 Scurry38 Shackleford38 Shelby44	12. 6.	1 .0 1 .2 6 .1	5 .002 1 .009 2 .005	8 9 24.6 4	1.6	.1 .6 .7	12.14 17.03 14.58 15.03	46 43 45 39 45	964	5.7 13.3 4.5 15.7 2.7	54 72 33 48 30	142 168 168 214 87	192 59 160 214 375	111 23 92 135 339	174 159	2,22 89 4,54 3,20 8,16	1 .04 1 .19 2 .13	.0014	28 2 37 1 47	73
Sherman	11.	1 .9 0 .0 4 .1	1 .043 5 .002 9 .009	2 32.2	2.2	10.1	19.78 15.44 12.35	49 41 44 61 41	800	7.3 25.2 3.3 4.5 14.0	20 74 38 5 33	174 216 151 58 193	91 2,359 36 89 558	1,926 15 87 377	122 24 102	57 31,58 66 1,93 7,82	7 1.30 7 .03 4 .08	.050	2 59 1 22 1 17 4 47	95 21 70 72 1,
Sterling	5. 2. 7.	6 .0 8 .0 3 .1	9 .004 5 .002 2 .006	16	1.2 1.6 1.6 51.2	.4	13.54	27 36 44 51 45	815	34.2 2.3 49.5 9.9 32.4	122 23 110 43 113	274 121 217 239 219	94 83 102 143 5,355	185	157 222 77	72 1,30 1,21 3,03 122,51	4 .05 8 .05 11 .13	.002	1 23 9 43 8 41 5 62	30 34 13 20 1,
Taylor       38         Terrell       32         Terry       38         Throckmorton       38         Titus       23	2 2. 8 8. 8 5.	6 .0 8 .1 2 .0	5 .00	72	1	9 .6	13.90 16.48 13.58	44 37 35 44 41	735	2 2	67 47 18 40 26	229 152 183 165 94	1,235 57 194 81 235	151 66	136 123 135	1,17	25 .08 79 .08 71 .08	.001	5 24 24 24 24	52 23 45 23 43
Tom Green	6 77. 4 13. 4 11.	6	33 .06 23 .01 19 .00	93 70.: 33 68.: 11 93	3 17.9	9 24.7 0 1.0 6 .4	18.36	42		3.6		210 219 88 62 101	1,163 2,236 206 124 476	1,40 15 9	7 159 8 130 3 133	46,45 1,46 2,11	90 1.93 68 .06 15 .06 07 .18	2 .073 6 .002 9 .003 8 .006	13 11	47 1 98 1 08 84 93
Upton	0 12 0 14 3 32	9 .	22 .01 26 .01 55 .02	49 57. 05 40. 22 78. 63 37.	8 3.4 3 3.7	0 4 1.1 3	15.39	47 48 41	1,076	19.6 13.7 28.1 5.4 21.7	57 54 32	182 156 150 99 211	283 313 421	21 24 35	0 134 3 128 2 119	4,90 5,80 7,1	89 .2 07 .2 40 .2	3 .005 1 .007 4 .009 9 .011 5 .013	9 2 3 14 2 35 4	37 1 85 89 21 24
Walker 4 Waller 4 Ward 3 Washington 4 Webb 9	4 10 8 4 4 25	.0 .	17 .00 08 .00 44 .02	51 27. 82 37 07 23. 43 77.	2. 1. 5 6.	5 1 1 2.	1 11.25 1 20.29 7 11.90	25	768	8.2 7.0 12.2 11.8 16.7	32 15 72	110 152 237 183 104	26 23 40	9 15 8 13 0 22	7 171 2 180 6 177	3,4 1,5 6,4 13,4	25 .1 02 .0 97 .2 70 .5	4 .005 6 .002 7 .010 6 .021	34 3 24 3 33 2 14 3	167 142 127 1256 120
Wharton	15 74 24	.5 .4 1.	27 .01 27 .06 42 .02	242 9. 27 24. 306 72. 300 37.	3 3. 1 18. 1 5.	5 1. 6 16. 7 2.	1 21.55 8 19.27 6 15.85	38	872 1,084 982	25.4 11.4	32 79 38	200	2,57 44	9 2,09 3 44	4 116 3 123 4 100	5,3 37,6 10,7	37 .2 56 1.5 27 .4	2 .000 5 .050 4 .017 9 .007	85 3 98 5 70 4 35 2	343 506 1 436 1 210
Wiilliamson	00 17 18 6 18 19	.6 .7 .1	30 .01 11 .00 33 .01	860 25. 143 155 58. 156 197 13.	4 2.	6 1.	7 17.10	34		13.3	53 9 54	132 185 119	18 30 18	4 10 8 18 6 10	7 172 18 165 15 177	4,6 1,9 4,2	89 .1 50 .0 11 .1 25 .2	9 .00 18 .00 17 .00 19 .01	74 2 31 2 67 2 10 2	360 266 287 1 220 286
Yoakum	20	.8	35 .01 05 .00	010 164 45 023  084 63	.3 4.	.5	8 14.3 1 4	0.0	1,014	2.	35	56	87	8 72	2 16 26 12 9 16 33 12	7,7	.02	.01	24 03	162 387 70 289

OME

Urban Family Median 4 1,540 7 955

1,595

901 1,064 .... 1,481

1,032

,235

,331

372 264 ....

## West South Central States—City Data

#### ARKANSAS

CITY	COUNTY		POPULA	TION		Bank Debits Ratio 1935 to	Telephones, Major Cities,	Receipts, 1934, Major	Postal Receipts, Ratio	Returns, 1933, per	Money   come, 19:
		Zone	Municipal	% County	% State	1934	1935	Cities, per capita	Dec. 1935 to Dec. 1934	1000 people	per capi
Blytheville EliDorado Fort Smith Hot Springs Jonesboro	Mississippi	100,000 96,220 165,026 135,000 150,000	10,098 16,421 31,429 20,238 10,326	14.59 29.48 57.73 56.16 23.08	.54 .89 1.69 1.10 .56	109 116	******	0 0 0 0 * * * * * * * * *	0000 0000 0000	22 29 28 25 30	402 495 610 565 315
Little Rock North Little Rock Pine Bluff Fexarkana	Pulaski Pulaski	550,110 184,892 237,259	81,679 19,418 20,760 27,366	59.30 14.10 32.40 90.00	4.40 1.05 1.12 1.47	120 132 136	******	****	102.8	38 18 32 13	617 610 289 354
			I	OUI	SI	ANA					
Alexandria	Rapides East Baton Rouge.	36,000 152,030	23,025 30,729	35.17 45.05	1.10				****	34	475
Bogalusa Lafayette Lake Charles	Washington	80,000 80,000	14,029 14,635 15,791	46.91 37.69 37.65	.67 .70 .75	****		****		55 15 20 43	571 323 486 472
Monroe New Orleans Shreveport	OuachitaOrieans	202,264 843,333 446,712	26,028 458,762 76,655	47.90 100.00 61.49	1.24 21.85 3.65	102 104	62,239	55.53	106.1 104.0	35 41 48	517 522 593
			0	KL	АНО	MA					1
Ada	Pontotoe	45,000 72,985	11,261 15,741	34.68 38.00	.47	110	*******		****	21 30	423
Bartlesville Chickasha Enid	Washington Grady Garfield	54,196 82,317 71,663	14,763 14,099 26,399	53.15 29.60 57.90	.61 .59 1.10	111	*******	****	****	79 26 28	581 417 625
Lawten. McAlester Muskogee	Comanche	16,621 40,000 140,000	12,121 11,804	35.32 23.27	.51 .49	****	*******	****	****	26 25	470 27:
Okmulgee	OklahomaOkmulgee	926,202 95,658	32,026 185,389 17,097	48.21 83.61 30.22	1.34 7.75 .71	110 130 131	46,510	38.02	113.6	39 44 31	50 72 37
Ponça City Sapulpa Seminole	Kay Creek. Seminole	63,377 60,000 70,000	16,136 10,533 11,459	32.17 16.43 14.39	.67 .44 .48	****	*******		****	59 24	60 48
Shawnee	Pottawatemie	122,000 380,573	23, 283 141, 258	34.98 75.31	.98 5.89	121	39,192	46.39	99.9	33 25 58	42 43 80
Wewoka	Seminole	78,000	10,401	13.07	.43	••••	******		****	22	411
-				ТЕ	XA	$\mathbf{S}$					
Abilene Amarillo Austin Beaumont Big Spring	Taylor Potter-Randali Travis Jefferson Howard	211,819 393,695 223,842 249,017 75,000	23,175 43,132 53,120 57,732 13,735	56.50 68.30 43.26 60.00	.36 .74 .91 .99	141 87 122		••••	107.6	32 42 39 38 24	63- 63: 68: 59: 44:
Brownsville	Cameron Brown. Johnson.	176,197 40,000 40,000	22,021 12,789 11,539	28.48 48.48 34.63	.38	0000		****		21 15	45 53
Corpus Christi Corsicana	Navarro	114,167 200,000	27,741 15,202	53.51 25.12	.19 .47 .26	112	******	***		19 36 34	47 51 40
Dallas Del Rie Denison	Dallas Val Verde Grayson	833,611 22,500 43,000	260,475 11,693 13,850	79.98 78.35 21.03	4.47 .20 .24	124	70,044	35.19	115.7	63 31	88 44
Fort Worth	Tarrant	439,371 317,792	102,421 163,447	77.83 82.74	1.76 2.81	110 122	13,031 34,487	27.26 36.90	109.7 96.8	30 35 38	44 47 68
Galveston Greenville Harlingen	Galveston Hunt	85,000 18,576 220,000	52,938 12,407 12,124	82.16 25.30 15.60	.91 .21 .20	106	******	****	****	64 20 25	73 42 44
Laredo	Webb	746,827 200,000	292,352 32,618	81.36 77.42	5.02	119	66,895	47.38	114.4	65 19	74 38
ubbock Varshall Palestine	Lubbook	23,000 100,000 150,000	20,520 16,203 11,445	52.44 33.11 33.04	.35 .28 .19	****		****	****	27 29 46	72 21
Paris	Lamar	54,196 200,000	10,470 15,649	47.40 32.25	.18	****	******	0 0 0 0	• • • •	40 23	35 67 31
Port Arthur San Angelo San Antonio	Jefferson. Tom Green Bexar.	50.902 150,000 254,562	50,902 25,308 231,542	38.16 70.23 79.15	.87 .43	117	40.410	21.00		30 37	57 62
San Benito Sherman	Cameron	45,000 115,800	10,753 15,713	14.02 23.88	3.97 .19 .27	121	40,418	31.36	111.2	39 14 26	69 44 44
Sweetwater Femple Fexarkana	Nolan. Bell. Bowie-Miller, Ark.	36,500 85,000	10,848 15,345	56.17 30.62	.19 .26	****	******		****	16 26	53 44
Tyler	Smith	237,250 175,000 52,848	27,366 17,113 52,848	32.21 53.58	.47 .29 .91	105 122 114			****	26 65 33	29 74 63
Wichita Falls	Wichita	239,240	43,690	71.03	.75	129	******	****		37	58

## Mountain States—County Data

#### MONTANA

		PO (in	PULATIO	on is)		BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	LIVIN STANDA 1935	RDS	NEW	CAR SAL	ES	SPENDA		MONEY 935	INCO	ME
COUNTIES	Total 1930	% of State	. % of U.S.A.	% Ur- ban	Fam-	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Aver- age Annual 1933	Returns per 1000 pop.	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap- ita	Ur- ban Fan ily Me
				_			-			1933	(per 1000	pop.)								dia
eaverhead g Horn aine roadwater urbon	6.6 8.5 9.0 2.7 12.6	1.59 1.68	.0073		1.6 2.0 2.1 .7 3.1	2.8 .8 1.0 .4 1.5	19.59 14.79 17.19 10.36 13.02	50 45 61 54 55	1,660	33.1 10.2 14.0 11.3 12.3	90 17 17 57 33	218 171 170 214 177	273 248 341 89 251	129 145 167 49 149	212 171 204 181 168	3,351 2,315 2,905 1,057 3,732	1.45 1.00 1.26 .46 1.62	.0053 .0037 .0046 .0017 .0059	504 271 323 386 297	
arterascadehouteauusteraniels	4.1 41.1 8.6 11.2 5.5	1.61	.0070	70.0	1.0 10.2 2.3 2.7 1.3	12.5 .9 1.9	34.31 16.33 24.30 17.17	68 44 58 51 68	1,129	6.5 38.8 12.4 24.9 9.7	7 86 44 96 19	139 206 187 189 178	73 1,318 272 367 162	57 931 161 235 79	128 142 169 156 205	1,214 24,119 3,174 4,343 1,653	1.38	.0019 .0384 .0050 .0069 .0026	368	1,3
awsoneer Lodge allonergus athead99	9.9 16.3 4.5 16.5 19.2	3.02	.0133 .0037 .0135	46.8 76.6 32.4 46.3	2.2 3.7 1.0 4.2 5.0	2.0 2.8 .3 1.6 4.0	27.58 22.17 18.39 19.18 15.62	55 46 50 50 56	1,223	19.9 22.0 5.7 15.8 20.1	50 44 37 64 84	179 134 160 195 216	228 317 109 518 453	109 141 46 254 256	209 225 237 204 177	3,925 5,738 1,592 7,645 8,580	3.31	.0062 .0092 .0025 .0121 .0136	352 349 462	
iallatiniarfieldilacierilaci	16.1 4.2 5.3 2.1	.79	.0035 3 .0043 9 .0017		4.2 1.2 1.3 .5	3.7	22.93 13.65 13.24	47 76 45 55 52	980	22.1 3.8 25.5 4.2 24.9	107 66 26 55	245 120 254 156 211	582 75 404 26 117	285 25 253 6 45	433	8,074 503 2,480 420 1,194	1.08	.0128 .0008 .0039 .0007 .0019	118 468 198	
tilleffersonudith Basin99 ake99	13.8 4.1 5.2 9.1 18.2	9 .7	7 .0034 9 .0043 8 .0078	3	3.3 1.0 1.2 2.4 4.9	1.4 .2 .1 .7 16.1	27.45 11.73 13.82 12.20 25.00	53 55 45 56 47	782 1,247	20.8 14.5 7.4 6.7 61.2	51 36 21 16 167	173 178 157 190 274	358 82 118 218 974	221 34 56 130 554	211 168	6,736 1,050 1,120 3,341 9,535	.46 .49 1.45	.0017 .0018 .0053	254 214 350	
iberty	2.: 7.: 4.: 6.: 2.:	1 1.3 7 .8 3 1.1	2 .005 9 .003 8 .005	9	1.8 1.1 1.6	.5 .1 .6	11.06	. 67 56 74 58 48		6.8 10.9 3.1 11.7 26.4	7 5 58 40	218 147 132 185 214	82 110 81 155 97	49 83 32 86 31	132 253 180	2,677 567 2,305 1,922	1.16	.0042	378 118 365	3
Aineral	10.	8 4.0 2 1.3 9 2.0	5 .017 5 .005 3 .008	7 67.2 9 35.5 9 58.5	1.8	2.0	14.16	42 53 52 49 57	1,059 1,100 1,033	19.7 35.4 16.3 27.7 6.8	126 34 86 15	192 236 161 235 160	34 787 147 370 42		159 233 2 183	751 10,778 1,846 4,903	4.6 .80 2.13	.0172 .0029 .0078	2 49: 9 25: 8 44:	5 1, 5 1,
Phillips. Pondera. Powell. Prairie.	8. 6. 3. 6. 3.	9 1.3 9 .7 2 1.1	0 .005 3 .003 5 .005	7 2 1 56.5	2.1 1.7 .9 1.5	1.8	18.32	66 56 80 43 61	1,105	9.4 13.9 6.1 23.4 4.8	17 44 66 22	198 231 117 212 126	332 331 62 215 43	170 50 13	5 188 0 124 1 167	2,80° 46! 2,42	7 1.2 5 .2 5 1.0	0 .000 0 .000 5 .003	5 40 7 12 8 39	3
Ravalli Richland35 Roosevelt Rosebud Sanders99	10.	6 1.5 6 1.5 3 1.5	9 .007 9 .008 6 .008	8 7 0	2.7 2.1 2.5 1.8	1.6	17.83 16.27 17.77	56 59 63 55 50	1,086	12.2 10.5 10.2 15.4 12.8	69 38 46 31 34	225 173 178 174 176	273 303 373 191 100	16 2 20 10	5 184 7 179 2 195	4,60 4,87 2,33	3 2.0 4 2.1 7 1.0	0 .007 1 .007 1 .003	3 47 7 45 7 31	8
Sheridan35 Silver Bow Stillwater Sweet Grass Teton	56. 6. 3.	9 10.	00 .046 17 .005 73 .003	4 69.3	1.	20.	23.76 16.23 17.08	65 46 54 58 63	1,204		33 75 45 96 18	162 145 203 192 259	1,40 16 7	0 78 0 6 8 3	9 177 37 239 18 200	7 31,99 9 1,25 0 1,23	7 13.8 8 .5 0 .5	7 .050 5 .002 3 .002	8 56 20 20 20 31	1 1
Foole. Freasure	11. 3. 2. 30.	6 1 2. 7 7	31 .00 08 .00 70 .00 51 .00 72 .02	14 21 31 23 51 61.	2.	3 7 1.1 9	19.97 15.07 15.63	52 69 39 55		12.6	39 43 25	217 144 447 182 150 244	1,30 10 4 1,29	9 56 9 56 3	5 19 30 23 59 18 14 30	3 44 4 4,33 4 1,53 7 66	13 .1 31 1.8 23 .1 30 .1	9 .000 88 .000 86 .002 29 .001 85 .020	07 21 59 31 24 41 10 2 59 5	89 . 87 . 87 . 06 . 39 .
STATE TOTAL		.6 10	0 42	79 33.	6 136.	2 112.	3 21.31	52	1,067	23.0	63	197		5 9.7	89 17	8 230.6		.366	-	54 1

#### IDAHO

Ada	37.9 2.8 31.2 7.8 6.3	1.77	.0309 56.8 .0023 .0255 52.6 .0064	9.9 .7 7.2 1.7 1.6	30.8 2.6	24.10 25.84 16.91 12.65	52 58 51 72 53	1,037 1,079 1,253 893	36.0 5.6 25.2 10.4 8.2	127 35 83 52 41	282 167 179 135 130	1,509 48 756 169 74	943 20 538 57 48	160 240 141 296 154	21,780 625 16,812 2,975 1,563	11.72 .34 9.05 1.60 .84	.0348 .0010 .0267 .0047 .0025	574 1,363 218 537 1,461 378 245
Bingham89 Blaine Boise99 Bonner99 Bonneville89	18.5 3.7 1.8 13.1 19.6	4.16 .85 .42 2.95 4.43	.0151 17.2 .0031 .0015 .0107 25.0 .0160 47.9	3.9 .9 .5 3.5 4.2	.2 .3 1.2 2.8	17.52 13.16 11.93 23.49	58 55 60 62 51	801 907	5.4 10.9 5.4 7.2 13.4	49 58 11 35 84	171 191 153 136 182	426 108 36 139 537	289 50 18 100 534	147 216 200 139 101	6,177 1,656 382 5,797 9,984	3.32 .89 .21 3.12 5.37	.0098 .0026 .0006 .0092 .0159	333 439 207 441 508 1,32
Boundary. 99 Butte. 89 Camas. Canyon. 89	4.5 1.9 1.4 30.9 2.1	1.03 .44 .32 6.96 .48	.0037 .0016 .0011 .0252 .0017	1.2 .5 .3 7.7	1.9 .4	10.17 13.45 19.57 13.44	58 50 63 56 54	1,232	12.5 6.7 6.4 11.9 15.6	49 25 82 84 53	182 176 237 250 185	82 40 61 780 48	59 27 21 446 39	139 148 290 175 123	2,302 510 448 15,647 808	1.24 .27 .24 8.42 .43	.0037 .0008 .0007 .0248 .0013	505 264 318 506 381
Cassia89 Clark89	13.1 1.1	2.95 .25	.0107 29.1	2.7	.5	16.67	52 37		5.4 11.6	60 19	157 163	277 13	217 17	127 76	5,384 310	2.90 .17	.0085	410 276

#### I D A H O—(Continued)

			PULATION thousand			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	STANDA 1935	RDS	NEW	CAR SAL	.ES	SPENDA	BLE N	MONEY 935	INCO	ME
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur-	Fam- illes	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Aver- age Annual 1933	Returns per 1000 pop.	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of S	% of State	% of U.S.A.	Per cap-	Ur- ban Fam- ily Me-
		Gogle	0,0,0			1933	1000	1000	1555	1933	(per 1000	pop.)			1004				****	dian
learwater99 Juster89 Elmore	6.5 3.1 4.4	.71	.0054 .0026 .0037		1.5 .8 1.2	.4	14.98 13.57 16.47	47 60 55	723	10.0 6.6 29.6	59 55 70	142 172 189	118 66 115	94 42 67	125 157 171	2,350 1,096 2,001	1.26 .59 1.08	.0037 .0017 .0032	356 347 446	
Franklin. 89 Fremont 89 Gem. 3 Gooding. 99	9.3 9.9 7.4 7.5 10.1	2.24 1.67 1.71	.0081	37.2	1.8 2.0 1.7 1.7 2.6	.4 .3 1.2	15.19 14.76 17.37 17.02 12.38	73 55 57 52 63	1,163	3.1 5.7 4.9 6.6 7.9	53 39 59 41 116	121 138 209 213 179	213 176 134 223 196	106 106 89 152 117	201 166 151 147 168	3,138 3,061 2,678 2,847 2,949	1.65 1.44 1.53	.0050 .0049 .0043 .0045	335 308 361 375 290	98
lefferson 89 lerome 89 Cootenai 99 Latah 99 Lemhi 89	9.1 8.3 19.4 17.7 4.6	1.87 4.37 4.00	.0068 .0159 .0145	42.6 25.1	2.0 1.8 5.3 4.5 1.3	1.7 4.5	13.49 18.05 13.50 17.84 11.68	57 50 67 56 53	915 709	2.4 7.9 11.7 13.0 7.3	33 47 53 143 45	150 227 180 197 211	185 238 285 414 131	137 224 162 251 53	135 106 176 165 247	2,305 2,184 6,009 7,651 1,811	1.24 1.18 3.23 4.12 .97	.0037 .0035 .0095 .0121 .0029	251 261 309 430 390	96
Lowis & Clark 99 Lincoln	5.2 3.2 8.3 8.4 17.5	1.87 1.89	.0026	36.6	1.3 .7 1.6 1.9 4.5	.3 .3 .4	11.91 17.25 15.60 13.82 21.95	54 48 59 53 53	830 839	5.9 15.1 6.5 7.5 19.6	140 49 49 48 149	182 222 159 213 193	124 99 236 191 458	64 84 126 128 296	194 118 187 149 155	1,494 1,151 3,140 2,716 7,921	.80 .62 1.69 1.46 4.26	.0024 .0018 .0050 .0043 .0126	285 355 378 323 450	8
Oneida89 Owyhee Payette Power89 Shoshone99	5.8 4.1 7.3 4.4 19.0	1.64 1.00	.0033	35.7	1.2 1.0 1.8 1.0 4.8	.7 :1 :1 6.4	15.68 17.85 18.57 19.80	73 51 56 59 39	291	3.1 2.2 10.3 3.4 33.9	125 44 58	129 153 258 154 160	149 92 192 130 425	43 47 113 51 278	346 195 170 255 153	1,621 892 2,780 1,241 9,718	.88 .48 1.50 .67 5.23	.0026 .0014 .0044 .0020 .0154	278	1,0
Feton	3.5 29.8 3.4 7.9	6.70	.0243	29.4	7.3 .9 2.0	3.3 3.3 .3	14.08 20.51 13.57 15.25	47 49 51 59	831 941	2.8 12.9 10.6 12.3	40 82 46 83	135 266 200 191	94 1,062 97 138	61 808 42 52	154 131 231 265	909 14,689 898 3,399	.48	.0014 .0233 .0014 .0054	254 492 257 427	2
STATE TOTAL	445.0	100	.3625	29.1	108.0	69.4	17.99	55	922	14.3	76	196	11,084	7,216	154	185,809	100	. 2950	440	1.

#### WYOMING

Albany	12.0 11.2 6.7 11.3 7.1	5.36 4.97 3.00 5.05 3.16	.0098 .0091 .0055 .0093 .0058		3.1 2.5 1.8 2.8 1.8	3.4 .8 .8 3.5	29.43 17.04 17.73 17.73 17.28	48 55 69 40 57	1,291 1,059 1,477 1,327	38.3 14.0 16.5 47.1 22.3	124 55 23 86 46	272 208 164 260 220	535 367 173 410 194	316 184 91 301 126	169 200 190 136 154	6,245 3,918 1,799 5,851 3,435	6.11 3.83 1.76 5.73 3.36	.0099 .0062 .0029 .0093 .0055	519 1,464 349 268 514 1,303 481
Crook	5.3 10.4 11.7 5.4 4.8	2.38 4.66 5.23 2.43 2.14	.0043 .0085 .0096 .0045		1.3 2.7 2.7 1.5 1.2	1.1 .9 .6	11.56 15.72 17.95 17.39 20.85	64 47 49 32 57	1,249	10.3 21.9 8.8 21.9 21.8	49 65 32 38 78	192 235 213 207 229	100 306 310 156 112	84 197 194 79 69	156 155 160 197 162	1,315 5,143 3,635 2,380 2,352	1.29 5.03 3.56 2.33 2.30	.0021 .0082 .0058 .0038	247 490 309 435 488
Laramie 27 Lincoln 89 Natrona 27 Niobrara 27 Park 27	10.8	10.75	.0219 .0089 .0198 .0038	68.4	6.3 2.5 6.7 1.2 2.1	11.2 2.4 6.4 .3 1.4	28.37 12.86 20.73 13.21 20.34	44 45 39 59 50	1,254 1,223 1,580	48.4 17.6 52.0 8.5 22.3	140 49 119 58 101	278 162 297 230 266	1,026 240 806 146 267	745 166 602 80 142	138 145 134 183 188	14,002 4,504 13,308 1,613 3,687	4.41	.0222 .0071 .0211 .0026 .0059	521 1,604 413 548 1,272 341 449
Platte       27         Sheridan       27         Sublette       27         Sweetwater       27         Teton       27	9.6 16.8 1.9 18.1 2.0		.0079 .0137 .0016 .0148 .0016	60.7	2.3 4.2 .4 4.6 .4	1.0 4.0 .3 6.6	21.48 20.95 16.26 14.77	47. 48 64 26 55	1,190	8.7 37.4 25.7 42.6 23.0	40 108 58 65 76	210 264 307 201 257	242 554 101 513 78	109 275 66 316 62	222 201 153 162 126	3,097 9,018 654 7,700 940	3.03 8.83 .64 7.53 .92	.0049 .0143 .0010 .0122 .0015	319 534 1,185 336 424 920 469
Uinta 89 Washakie 27 Weston 27 Yellew, Ntl. Pk27	6.5 4.1 4.6 .2	2.91 1.82 2.07	.0054 .0033 .0038		1.4 .9 1.2	1.6 1.1 .4	18.57 20.24 13.58	55 44 59 2	933	18.6 19.7 17.3	93 64 60	186 285 231 80	182 206 115 31	120 103 94 12	152 200 122 258	3,300 1,950 2,305 35	3.23 1.91 2.26 .03	.0052 .0031 .0037	502 1,050 474 493 175
STATE TOTAL	225.5	100	.1837	31.0	56.8	51.1	19.53	46	1,306	31.0	82	239	7,170	4,513	159	102,186	100	.1622	473 1,10

#### $\mathbf{C} \ \mathbf{O} \ \mathbf{L} \ \mathbf{O} \ \mathbf{R} \ \mathbf{A} \ \mathbf{D} \ \mathbf{O}$

Adams	8.6 22.6 3.2	.96 .83 2.19 .31	.0165 16.7 .0070 59.3 .0184 35.2 .0026	4.6 2.1 6.0 .7 2.4	1.4 1.3 .1	20.40 23.46 21.72 10.00 14.97	53 44 61 52 55	764 1,265 805 937	.70 16.6 11.5 6.2 3.1	67 75 87 46 18	159 197 274 101 172	260 239 470 39 169	224 173 358 28 154	116 137 131 139 110	6,375 3,952 7,472 820 2,701	1.27 .79 1.49 .16 .54	.0101 .0063 .0119 .0013 .0043	315 459 1,327 330 1,028 256
Bent. 27 Boulder. 27 Chaffee 27 Cheyenne 27 Clear Creek. 27	32.4 3 8.1 3.7	.88 3.14 .79 .36 .21	.0074 27.5 .0264 53.1 .0066 62.3 .0030	2.0 9.0 2.0 .9	5.9 1.0 .2 .2	16.11 18.89 19.18 13.05 12.77	43 55 52 51 49	420 1,243	19.1 22.8 26.7 4.8 25.5	89 123 84 41 86	186 315 196 179 398	210 1,018 147 63 93	177 772 114 54 76	118 132 129 117 122	2,462 17,275 3,401 901 890	.49 3.44 .68 .18 .16	.0039 .0275 .0054 .0014	269 532 1,368 418 1,085 242 413
Cone jos 27 Costilla 27 Crowley 27 Custer 27 Delta 27	5.7 5.9 2.1	.95 .56 .57 .20	.0080 .0047 .0048 .0017	2.0 1.2 1.4 .6 3.6	.4 .1 .3 .2 1.4	12.42 10.59 14.50	59 56 38 58 53	850  1,083	4.1 2.4 6.6 12.7 10.9	26 13 29 63 107	110 91 184 205 205	118 44 96 26 245	81 48 69 25 135	146 92 139 104 181	1,672 703 1,489 471 5,576	.33 .14 .30 .09 1.11	.0027 .0011 .0024 .0007 .0089	171 122 251 221 393
Denver	287.8 1.4 3.4 3.9	7.80 .13 .34 .38	.2345 100. .0012 .0028	79.3 .3 .9	163.0	29.59 13.67 14.91 13.13	45 58 45 46	970	63.8 6.4 15.4 28.8	177 10 57 60	272 118 272 253	9,875 16 82 125	6,982 14 53 50	141 114 155 250	207,671 277 784 1,311	41.37 .06 .16 .26	.3297 .0004 .0012 .0021	721 1,673 196 224 334

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			PULATION THOUSAND			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	STAND/ 193	ARDS	NEW	CAR SAL	ES	SPENDA		MONEY 935	INCO	ME
COUNTIES	Total 1930	% of	% of	% Ur-	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Aver- age Annual 1933	Returns per 1000	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap-	Ur- ban Fam ily Me-
		State	U.S.A.	ban		1935	1930	1830	1933	pop. 1933	(per 1000	pop.)			1934	01 \$			TCM .	diar
lbert27	6.5	.63	.0054		1.6	.4	13.87	58		3.0	70	160	67	49	137	1,389	.28	.0022	213	
Paso 27 remont 27 arfield 27 ilpin 27 rand 27	49.5 18.8 9.9 1.2 2.1	1.82	.0404 .0154 .0081 .0009 .0017	31.4	14.1 4.7 2.6 .4 .6	18.2 2.8 1.6	22.22 15.36 18.97 12.11 10.63	54 55 51 50 56	1,087 1,154 1,246	42.9 15.0 18.4 9.9 22.8	150 72 79 50 96	288 198 181 443 308	1,468 319 176 48 74	1,065 252 108 20 56	138 127 163 240 132	29,974 7,413 3,822 302 512	5.97 1.48 .76 .06 .10	.0476 .0118 .0061 .0005 .0008	605 392 383 249 243	
unnison. 27 insdale 27 uerfano 27 ackson 27 efferson 27	5.5 .4 17.0 1.3 21.8	.04 1.65 .13	.0045 .0004 .0139 .0011 .0178	32.2	1.5 .1 3.9 .3 5.8	1.1 1.6	11.46 12.03 21.03	48 56 40 54 65	945	27.1 4.5 8.3 28.9 21.3	88 31 32 113 104	217 174 131 273 317	141 12 246 61 534	104 7 148 21 398	136 171 166 290 134	2,152 55 4,750 430 6,338	.43 .01 .95 .09 1.26	.0034 .0001 .0075 .0007 .0101	389 122 278 310 290	
iowa	3.7 9.7 4.8 12.9 33.1	1.25	.0106	76.9 41.6 51.2	.9 2.3 1.4 3.2 8.6	.2 .6 2.3 5.1	12.33 16.71 10.52 20.54 21.98	54 50 66 51 51	1,172	2.9 5.7 45.0 16.9 18.4	28 44 67 70 99	208 184 223 169 273	59 152 150 221 1,021	38 135 142 158 657	155 113 106 140 155	626 3,105 1,921 5,394 14,722	.12 .62 .38 1.07 2.93	.0010 .0049 .0030 .0086 .0234	165 319 392 416 444	1,
as Animas 27 incoln 27 ogan 27 lesa 27 fineral 27	36.0 7.8 19.9 25.9	.76 1.93 2.50	.0064 .0162 .0211	36.0 39.5	8.5 1.9 4.4 6.6	4.1 .6 2.0 2.9	11.47 16.64 20.06 19.83	42 56 44 58 53	1,060	11.6 7.5 11.2 19.8 10.9	43 69 72 114 48	121 183 215 239 264	451 161 475 598 31	326 127 271 396 24	138 127 175 151 129	11,182 2,102 9,001 12,681 151	2.23 .42 1.79 2.53 .03	.0178 .0033 .0143 .0201 .0002	311 268 451 489 235	1.
Aoffat	4.8 7.7 11.7 18.2 24.3	1.13 1.77	.0096		1.3 1.8 2.8 4.2 6.0	.1 .4 1.8 2.4 2.1	19.74 13.23 16.85 20.27 14.78	60 50 50 45 43	610	10.1 9.9 12.0 13.6 17.6	53 40 86 92 77	189 160 203 220 207	135 153 220 515 537	71 124 150 331 394	190 123 147 156 136	1,968 2,194 5,061 5,937 10,226	.39 .44 1.01 1.18 2.04	.0031 .0035 .0080 .0094 .0162	405 281 431 325 419	
ouray	1.7 2.0 5.7 1.7 14.7	.19 .56	.0047		.5 .6 1.4 .5 3.5	.2 .6 .3 1.5	12.08 17.07 14.35	56 57 46 72 42	765 954	26.3 43.4 7.4 18.1 12.1	76 90 156 61 57	215 506 290 177 218	29 173 153 27 310	21 128 87 16 225	138 135 176 169 138	646 829 2,120 403 5,715	.13 .17 .42 .08 1.14	.0010 .0013 .0034 .0005 .0091	362 404 366 228 387	
uebio	66.0 2.9 9.9 9.3 6.2	.28	.0024	26.2	16.0 .7 2.3 2.5 1.5	23.7 .3	22.84 15.00 14.71 13.62 11.68	54 58 45 41 43	794	22.8 13.8 15.1 13.5 11.1	95 70 73 61 84	196 191 196 174 172	1,241 63 265 158 114	1,223 42 165 97 72	101 150 161 163 158	34,385 1,095 3,911 3,881 1,102	6.84 .22 .78 .77 .22	.0546 .0017 .0062 .0062 .0017	521 367 393 415 176	
San Juan 27 San Miguel 27 Sedgwick 27 Summit 27 Feller 27	1.9 2.1 5.5 .9 4.1	.21	.0018		.4 .6 1.3 .3	.5 .1 2.8	16.56 11.99 19.27 12.30 12.14	39 61 42 56 67		23.8 10.5 10.1 21.3 36.2	41 84 63 78 73	141 200 200 300 358	29 74 147 20 206	33 35 64 13 135	88 211 230 154 153	644 679 2,278 419 1,530	.08	.0011 .0036 .0007	424	
Washington27 Weld27 Yuma27	65.0	6.28	.0530	18.7	2.2 15.3 3.3	7.5 1.0	13.80 19.75 15.24	51 41 51	1,070	3.7 13.9 4.0	61 61 73	159 214 161	97 1,424 165	70 1,001 115	138 142 143	1,615 26,860 4,263	5.35	.0427	168 413 313	3
STATE TOTAL	1,035.7	100	.8436	50.1	267.3	269.9	22.38	49	942	30.0	107	230	26,055	18,701	139	501,984	100	.7970	526	6 1,

#### NEW MEXICO

Bernalillo	45.4 3.2 19.5 19.1 15.8	0.74 .78 4.61 4.52 3.73	.0370 58.4 .0027 .0159 57.1 .0156 31.7 .0129 50.7	11.2 .8 4.7 4.4 3.7	3.5 2.9 2.2	22.75 20.01 12.74 20.44	57 63 42 36 50	766 770 807 816	32.0 3.4 22.6 16.8 14.5	85 5 61 42 40	242 175 232 157 218	1,414 67 532 320 469	1,136 39 451 274 321	124 172 118 117 146	25,823 626 8,665 6,486 6,629	.50	.0410 .0010 .0138 .0103 .0105	568 191 443 339 419	1,1
De Baca Dona Ana 32 Eddy 32 Grant 32 Guadalupe	2.8 27.4 15.8 19.0 7.0	.68 6.50 3.73 4.50 1.66	.0024 .0224 21.1 .0129 23.4 .0155 18.4 .0057	.7 6.2 3.6 4.4 1.5	.7 1.3 .9 .4	16.07 13.58	56 41 33 42 62	694 905 939	11.8 8.3 21.5 15.5 6.8	21 24 45 38 7	197 148 236 138 117	69 393 589 257 108	55 367 446 186 64	125 107 132 138 169	568 5,994 5,828 5,194 1,754	.45 4.76 4.63 4.12 1.39	.0009 .0095 .0093 .0082 .0028	196 218 367 273 250	
Harding 27 Hidalgo 32 Lea 32 Lincoln 32 Luna 32	4.4 5.0 6.1 7.1 6.2	1.04 1.19 1.45 1.70 1.48	.0036 .0041 .0050 .0059	1.0 1.1 1.5 1.6 1.4	.3 .4 .3 .4	25.00 11.84	51 48 55 50 45	997	3.6 9.4 21.3 11.0 13.6	9 17 23 18 37	141 138 522 165 205	47 106 696 149 147	51 46 367 131 77	92 230 190 114 191	581 1,828 3,076 2,027 2,290	.46 1.45 2.44 1.61 1.82	.0009 .0029 .0049 .0032 .0036	131 364 501 282 366	
McKinley	20.8 10.3 9.7 10.8 21.3	4.87 2.44 2.31 2.56 5.04	.0168 29.0 .0084 .0080 31.6 .0088 38.2 .0174	4.7 2.2 2.2 2.6 4.8	1.0 .1 .4 1.1	15.10 10.40 16.21	53 66 46 57 77	928 638 1,003	16.6 2.5 9.6 12.0 3.1	21 5 25 26 2	105 636 155 179 50	404 58 182 277 125	348 48 164 200 105	116 121 111 139 119	6,981 1,257 2,648 4,041 2,480	5.54 1.00 2.10 3.21 1.97	.0111 .0020 .0042 .0064 .0039	338 122 271 374 116	9
Roosevelt	11.1 11.1 14.7 23.6 19.5	2.62 2.63 3.47 5.60 4.62	.0090 22.6 .0091 .0120 .0193 38.4 .0159 57.1	2.5 2.5 3.1 5.3 4.5	.8 1.1 .9 6.0	15.03 14.91 11.56 16.69	51 71 71 67 60	384	3.9 3.5 6.9 11.0 26.4	18 1 15 26 66	183 60 78 102 183	204 36 150 275 622	168 48 115 203 465	121 78 130 135 134	2,914 943 2,532 6,548 7,428	2.31 .75 2.01 5.20 5.90	.0046 .0015 .0040 .0104 .0118	262 85 172 277 380	7
Sierra	5.1 9.6 14.3 9.2 11.0	1.22 2.27 3.40 2.19 2.63	.0042 .0078 .0117 .0075 .0090 22.8	1.2 2.2 3.2 2.2 2.5	.2	14.75	51 60 81 63 48		8.7 5.5 3.6 3.9 4.2	15 10 8 11 27	182 110 52 132 159	87 85 60 83 167	66 66 59 58 78	132 129 102 143 214	1,170 2,001 1,205 1,116 3,199	.93 1.59 .96 .89 2.54	.0019 .0032 .0019 .0018 .0051	226 208 84 120 290	
Valencia	16.1	3.82	.0132	3.7	.8		66		4.6	8	89	133	98	136	2,094	1.66	.0033	129	
STATE TOTAL	423.3	100	.3448 25.2	98.5	39.8	13,48	55	779	13.7	32	155	8,311	6,298	132	125,924	100	.1999	304	1

ME

Urban Family Median 859

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887 ,009 ,120

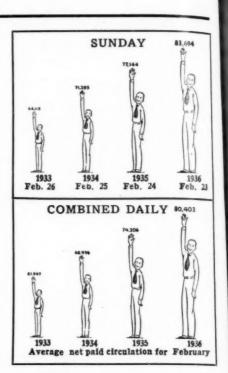
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## Circulation on the UP and UP

#### proves 2 things

- Circulation rising above 1929 levels to a new all-time peak, indicates a return of "good times" purchasing power in the vast four-state market served by the Salt Lake Tribune-Telegram. Here are 784,624 people—a worthwhile market on any sales chart. They're in a spending mood.
- 2 Rising circulation of the Salt Lake Tribune-Telegram indicates a definite and universal reader preference for these newspapers. The Tribune-Telegram reaches 9 out of 10 Salt Lake City homes; 8 out of 10 homes in Salt Lake County; 5 out of 10 homes in Utah; and 4 out of 10 homes in the entire four-state market. You can substantially cover this important sales area in one medium at one low cost.



The Salt Lake Tribune

MORNING AND SUNDAY
National Representatives:
REYNOLDS-FITZGERALD, INC.

New York Chicago Philadelphia Detroit
San Francisco
Los Angeles
Seattle

Salt Lake Telegram

EVENING ONLY

Color Representatives: Member, ASSOCIATED WEEKLY

New York Chicago Cleveland Detroit San Francisco Los Angeles

#### ARIZONA

		POI (in	PULATIO	ON ds)		BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	STANDA 1935	RDS	NEW	CAR SAI	LES	SPENDA		MONEY 1935	INCO	ME
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur-	Fam- ilies	In millions of \$ 1935	Median Rentals	0wn- ers	Aver- age Annual	Returns per 1000	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands	% of State	% of U.S.A.	cap-	Ur- bar Fan
		State	U.S.A.	ban		1935	1930	1930	1933	pop. 1933	(per 1000	pop.)			1934	of \$			ita	Me
Apache	17.7 40.9 14.0 31.0	9.40 3.23 7.12	.0114	43.5 27.6 47.8	3.4 10.2 3.2 7.6 2.3	6.9	15.62 17.66 18.83 13.30	72 41 44 43 56	940 760 1,233 1,135	5.5 15.9 27.9 10.7 8.2	4 31 41 26 19	58 157 165 126 172	203 805 367 428 279	164 558 304 285 118	124 144 121 150 236	2,223 13,081 5,914 6,878 3,708	3.65 4.25	.0035 .0208 .0094 .0109 .0059		88
Greentee	21.2	34.66 1.28	.0045	36.7	3.3 36.8 1.6 4.7 13.9	36.0 1.2 6.1	10.01 23.60 14.99 19.42 25.47	44 39 48 62 45	1,074 1,088 1,078 978	3.9 24.1 17.2 20.4 27.6	12 59 58 27 78	78 235 289 95 242	3,681 223 388 1,446	2,424 107 321 880	100 152 208 121 164	1,367 69,078 2,237 6,250 23,523	42.69 1.38 3.86	.0099	138 458 401 295 423	1,3
Pinal	22.0 9.6 28.4 17.8	6.54	.0079	62.0 36.7 26.9	5.1 2.2 7.3 4.8	2.1 3.5	14.23 16.55 17.25 15.71	43 33 36 34	896 1,118 1,116	13.3 17.6 25.3 16.1	14 38 39 39	147 166 196 206	387 230 758 440	242 169 542 299	160 136 140 147	4,601 4,060 11,476 7,457	7.09	.0064	419 403	1,0
STATE TOTAL	435.5	100	.3548	34.4	105.9	56.1	19.17	43	993	20.5	45	191	9,694	6,472	150	161,853	100	.2570	375	1,0

#### UTAH

Beaver89 Box Elder89 Cache89 Carbon89 Daggett27	5.1 17.8 27.4 17.7	1.01 3.50 5.40 3.50 .08	.0042 .0145 28.6 .0223 38.3 .0145 38.1 .0003	1.2 3.8 6.2 3.9	.3 1.9 3.2 2.8	15.79 13.40 15.62 15.11	59 70 73 28 53	652 804 1,567	12.7 10.1 12.1 22.5 4.9	50 59 64 39	119 170 176 166 92	82 459 523 343 2	42 249 363 196	195 184 144 175	1,394 6,375 11,932 8,825 136	.57 2.62 4.91 3.63 .06	.0022 .0101 .0189 .0140 .0002	271 358 435 1,083 496 1,054 331
Davis89 Duchesne89 Emery89 Garfield89 Grand27	14.0 8.2 7.0 4.6 1.8		.0114 18.3 .0067 .0057 .0038 .0015	3.0 1.7 1.4 .9	1.6	14.18 13.81 11.35 10.39 12.73	72 66 68 81 47	758	8.4 4.0 4.5 1.5 14.3	52 13 15 23 52	190 107 95 70 105	320 111 63 42 13	187 63 29 26 11	171 176 217 162 118	3,014 1,811 854 549 573	1.24 .75 .35 .22 .24	.0048 .0029 .0014 .0009	215 219 121 118 316
iren89 Juab89 Kane89	7.2 8.6 2.2	1.70	.0059 50.0 .0070 65.2 .0018	1.0 2.0 .4	.4	18.50 13.76	83 62 76	1,165	11.5 10.2 5.8	61 50 7	142 121 90	187 123 34	137 61 40	136 202 85	3,226 2,843 478	1.33 1.17 .20	.0051 .0045 .0008	446 1,046 330 978 214

#### U T A H—Continued)

	the second		PULATION thousand			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	STANDA 193	ARDS	NEW 0	AR SAL	ES	SPENDA		MONEY 935	NCO	ME
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur- ban	Fam- ilies	In millions of \$ 1935	Median Rentafs 1930	% Own- ers 1930	Average Annual 1933	Returns per 1000 pop. 1933	Tele- phones (per 1000	Pass, Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap-	Ur- ban Fam ily Mo- diar
Millard 8 Mergan 8	9 9.9		.0081		2.1	.2	11.20 16.76	72 61		4.4 6.7	28 45	126 207	144 74	108 60	133 123	2,212 652	.91	.0035	222 257	
Piute	9 194.1 7 3.4	.37 38.24 .68	.0028	76.6	.4 .3 46.1 .7 3.5	80.3	25.33	77 78 52 78 81	1,004	5.1 8.0 35.2 1.4 6.3	20 30 104 18 58	91 135 205 46 112	24 28 4,909 13 214	13 9 3,249 10 118	185 31 151 130 181	346 227 129,235 434 3,341	.14 .09 53.16 .18 1.37	.0005 .0004 .2052 .0007 .0053	124	1,43
Sevier	9 9.5 9 9.4 7 9.0	1.88 1.85 1.78	.0077	44.9 54.5	2.4 2.1 2.1 1.9 10.6	2.0 1.0 .6 3.7	13.52 19.14 17.91 12.01 15.66	74 59 55 62 71	793 930 775	7.6 14.2 11.9 10.7 9.5	44 52 28 29 46	157 142 129 91 167	215 182 190 142 1,031	120 63 132 80 628	179 289 144 178 164	3,832 2,129 2,119 2,379 19,204	1.58 .88 .87 .98 7.90	.0061 .0034 .0034 .0038 .0305		1,08
Wasatch 8 Washington 8 Wayne 8 Weber 8	9 7.4	1.46	.0060		1.2 1.5 .3 12.4	.1 .4 .1 19.7	15.80 10.68 23.81	68 72 83 58	849	6.6 3.9 3.4 28.1	39 44 98	124 87 95 200	86 123 27 1,121	52 102 17 722	165 121 159 155	1,332 2,298 221 31,099	.55 .95 .09 12.79	.0021 .0036 .0004 .0493	236 310 107 596	
STATE TOTA	507.8	100	.4136	52.4	115.9	121.4	20.79	60	910	21.7	73	173	10,825	6,887	157	243,070	100	.3859	471	1,17
								N	E V	A D	A	1								
Churchill 5 Clark 5 Douglas	7 8.1 1.1 9 9.1	9.37	.0069	60.5	1.3 2.6 .4 2.5	2.6 .8 2.0	17.32 20.70 27.67 19.70	57 38 56 45 65	1,065 1,342 1,405	18.7 98.2 36.4 38.5 43.6	119 66 161 71 25	247 604 342 199 286	119 715 62 280 50	55 686 39 193 27	217 104 159 145 185	2,218 4,833 1,026 5,660 466	9.96 2.11 11.66	.0077 .0016 .0090	566 558	1,1
Eureka Humboldt Lander Lincoln 8 Lyon	3. 1. 9 3.	1.88	.0031 .0014 .0029		1.1 .6 .8 1.0	.5 .4 .4 .2	14.55 20.49 14.35 14.77 14.19	52 47 40 39 57		15.0 37.4 24.5 13.1 23.1	71 40 7 57	. 167 192 223 207 297	19 123 39 117 100	13 116 36 75 68	146 106 108 156 147	474 2,144 856 1,279 1,417	4.42 1.76 2.64	.0034 .0014 .0020	499	
Mineral Nye. Ormsby Pershing Storey	3.	9 4.38 2 2.44 6 2.92	.0032		1.4 .5 .7	.8	13.36 13.76 21.59 14.79	41 53 59 40 66	814	28.5 30.6 52.7 26.0 33.0	8 42 151 50 121	293 255 349 238 468	76 128 115 60 36	55 95 74 47 27	138 135 28 133	590 2,029 1,248 1,229	4.18 2.57 2.53	.0032 .0020	508 562 463	
Washoe		29.83 7 12.90		84.8 25.8	7.3 2.9	13.0 2.1	35.53 16.97	47 26	1,074	52.1 23.9	194 19	308 161	1,288 220	728 123	177 180	17,415 5,340	35.89 11.01			1 1,3
	-	-	-	-	-		-	_											549	-

## Mountain States—City Data

#### MONTANA

CITY	COUNTY		POPULAT	ION		Bank Debits Ratio 1935 to	Telephones, Major Cities,	City Revenue Receipts, 1934, Major	Postal Receipts, Ratio	Income Tax Returns, 1933, per	Spendable Money In come, 193
		Zone	Municipal	% County	% State	1934	1935	Cities, per capita	Dec. 1935 to Dec. 1934	1000 people	per capit
naconda Do illings Ye utte Si reat Falls Ca	Deer Lodge	113,332 97,739 140,961 22,480 43,750	12,494 16,380 39,532 28,822 11,803 14,657	76.38 69.39 70.05 67.27	2.32 3.05 7.35 5.36 2.20 2.73	133		0 0 0 0 0 0 0 0 0 0 0 0	106.2	29 56 52 53 10 52	405 640 655 672 602 570
				I D	AH	0					
Boise	Ada Bannock	108,556 57,495	21,544 16,471	56.80 52.68	4.84 3.70	115			120.9	61 47	700 617
			(	COL	ORA	DO				1	,
Boulder. Colorado Springs Denver. Fort Collins Grand Junction	Boulder	18,696 53,711 375,000 33,137 52,087	11,223 33,237 287,861 11,489 10,247	34.56 67.05 100.00 34.69 39.55	1.08 3.21 27.79 1.11 .99	133 122 133	87,755	57.94	103.3	40 60 64 33 41	631 695 720 510 610
Greeley	Weld Pueblo Las Animas	65,075 102,602 30,000	12,203 50,096 11,732	18.75 75.86 32.58	1.18 4.84 1.13	111			102.4	38 30 29	515 600 <b>B</b> 389

#### WYOMING

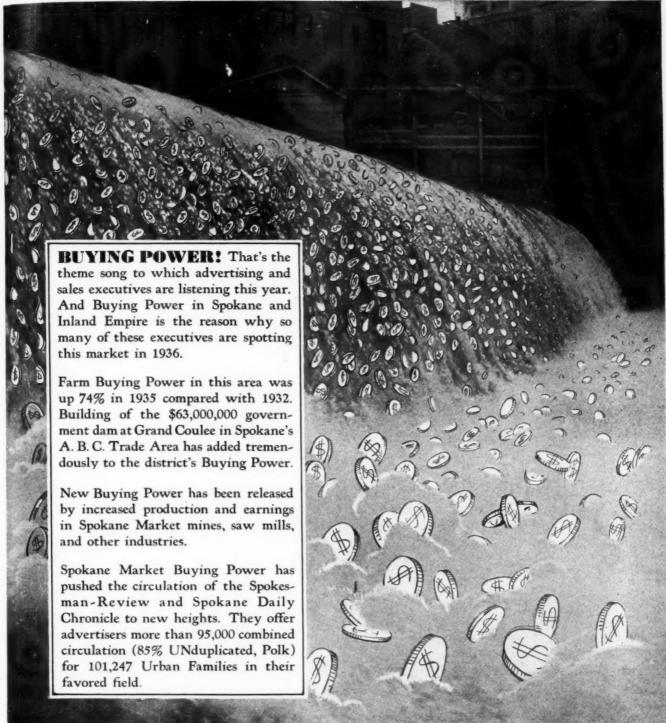
CITY	COUNTY _		POPULAT	ION		Ratio 1935 to	Major Cities,	City Revenue Receipts, 1934, Major	Receipts, Ratio	Income Tax Returns, 1933, per	Spendable Money in- come, 1935
		Zone	Municipal	% County	% State	1934	1935		Dec. 1935 to Dec. 1934	1000 people	per capita
Casper	NatronaLaramie	72,097 113,598	16,619 17,361	68.47 64.67	7.37 7.70	125 112	******	***	105.9	62 68	632 650
			N	E W	M E	XIC	0				
Albuquerque	Bernalille Chaves Santa Fe	102,686 37,563 11,176	26,570 11,173 11,176	58.48 57.15 57.12	6.28 2.64 2.64	118 112			105.7	54 38 43	700 510 437
				ARI	ZO	N A					
Phoenix	Maricopa	250,000 70,351	48,118 32,506	31.87 58.38	11.05 7.46	119 120		::::	117.7	65 45	670 488
				U	ТАН	I					
OgdenProvo. Salt Lake City	WeberUtahSalt Lake	65,632 65,000 243,000	40,272 14,766 140,267	77.19 30.12 72.26	7.91 2.91 2.76	121	32,191	38.88	110.3	38 20 45	685 432 750
				N E	VAD	) A					
Reno	Washoe	43,000	18,529	68.24	20.33	112	i	i I	108.3	68	750

## Pacific States—County Data

#### WASHINGTON

			PULATIO			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	STANDA 1935	RDS	NEW	CAR SAI	LES	SPEND		MONEY 1935	INCO	ME
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur- ban	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Aver- age Annual 1933	Returns per 1000 pop.	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap- ita	Ur- ban Fam ily Me-
				-				_		1933	(per 1000	pop.)					_			diar
Adams. 99 Isotin. 99 Benton. 95 Chelan. 95 Claliam. 95	8.1 10.9 31.6	.52 .70 2.02	.0089	35.2	1.8 2.2 2.9 8.3 5.4	1.2 .4 .7 5.1 1.9	13.53 20.63 14.54 24.99 18.74	49 65 60 53 54	671 935 915	18.7 4.3 12.5 37.7 19.2	86 24 81 114 77	184 213 219 280 224	121 175 189 894 507	112 70 118 690 276	108 250 160 129 184	2,588 2,093 4,262 18,946 11,455		.0033	335 257 389 599 560	1,23
clark 81 columbia 95 cowlitz 81 couglas 95 erry 95	5.3 31.9 7.5	.34 2.04 .48	.0043		10.8 1.4 8.3 2.1 1.2	4.7 1.1 2.6	18.56 16.15 19.76 13.13	63 56 47 54 62	898 919 928	13.7 24.8 19.6 11.2 9.1	82 123 54 50 9	268 211 258 139 131	690 119 757 158 48	556 82 480 115 30	124 145 158 137 160	23,961 2,571 14,670 1,676 1,036	.29 1.63 .19	.0041 .0185 .0027	568 483 460 222 241	79
ranklin. 96 Sarfield 96 Srant 96 Srays Harbor, 95 Sland 95	3.7 5.7 59.9	.23 .36 3.84	.0030	57.5	1.6 .9 1.5 15.6 1.6	.6 .8 .3 1.8	19.59 15.64 12.20 21.71 10.08	53 48 54 53 77	747 823	43.3 57.6 13.9 19.4 5.6	84 173 66 67 108	225 260 399 185 223	195 140 375 1,168 68	164 100 115 690 40	119 140 326 169 170	3,302 1,691 1,627 26,901 1,176	.19 .18 2.99	.0027 .0026 .0427		1,0
efferson. 95 Cing. 95 Citsap 95 Cittitas 95 Clickitat 81	463.5 30.6 18.2	29.65 1.97 1.16	.3775 .0251 .0148	47.8 80.5 33.0 39.2	2.3 128.7 8.8 4.5 2.6	225.3 2.7 3.3 .6	16.24 30.49 19.71 17.04 12.98	53 54 68 54 54	1,041 1,041 889 1,098 885	23.6 54.8 47.0 26.1 11.4	85 143 122 81 90	211 241 293 219 212	169 11,968 831 396 226	85 7,434 529 251 115	199 161 156 158 196	3,870 340,006 14,114 9,149 4,002	37.80 1.57 1.02	.5398 .0240 .0145	456 504	1,5
.ewia 93 .incoln 94 Mason 95 Dkanegan 95 Pacific 81	11.5	.76 .65	.0097	32.3 30.7 13.7 25.5	10.6 3.0 2.6 4.9 4.0	3.3 2.1 1.8 .8	16.03 13.06 15.46 14.99 14.50	64 55 54 62 57	977 682 1,045 856 840	14.5 19.1 18.4 12.9 16.2	69 136 55 74 67	206 270 223 211 193	689 391 256 549 298	343 219 151 292 161	201 179 170 188 185	15,408 5;103 5,024 9,382 6,714	.57 .56	.0081	430 499 506	
Pend Oreilie 95 Pierce 95 Ian Juan 95 Skagit 95 Skamania 81	163.6 3.0 35.1	10.48 .20 2.25	.0025	69.5 36.9	1.9 44.9 .9 9.2	19.6 .4 2.9 .2	12.27 21.24 10.44 16.21	53 62 62 64 50	868 862 649 734 537	14.7 30.3 16.5 15.4 9.0	24 99 129 101 40	141 214 193 223 272	58 2,962 26 711 89	16 403	163	2,798 89,470 860 13,462 839	9.95 .10	.0014	546 278 383	1,2
Snehomish 95 Spokane 95 Stevens 95	150.5		.1226	42.1 76.7	21.9 40.4 5.0	14.6 47.9 1.3	19.15 24.06 11.62	65 60 64	909 939 992	19.0 40.1 7.1	107 125 54	221 238 148	1,284 4,513 199	2,926	154	41,226 99,735 5,488	11.09	.1583	663	1.3

## GREATER BUYING POWER in SPOKANE AREA



## THE SPOKESMAN-REVIEW-Spokane Paily Chronicle

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SPOKANE, WASHINGTON

ADVERTISING REPRESENTATIVES

JOHN B. WOODWARD, INC., NEW YORK — CHICAGO — DETROIT — BOSTON — KANSAS CITY — SAN FRANCISCO — LOS ANGELES COLOR REPRESENTATIVES — SUNDAY SPOKESMAN-REVIEW MAGAZINE AND COMIC SECTIONS — ASSOCIATED NEWSPAPER COLOR, INC.

APRIL 10, 1936

[595]

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COUNTIES			PULATIO			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	STANDA 1935	ARDS	NEW	CAR SAL	ES	SPENDA	ABLE I	MONEY 1935	INCO	ME
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur-	Fam- ilies	In millions of \$ 1935	Rentals	% Own- ers 1930	Aver- age Annual	Returns per 1000	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per cap-	Ur bar Far ii)
	11	STATE	U.S.A.	Diff		1930	1930	1930	1933	pop. 1933	(per 1000	pop.)			1934	01 \$			ita	dia
Thurston95 Wahkiakum81	31.3 3.9		.0255		8.6	3	18.50 13.87	61 58	882 1,218	20.5 10.4	93 92	264 183	764 60	489 49	156 122	12,191 1,074			388 278	1
Walla Walla	28.4 59.1 28.0 77.4	3.79 1.80	.0482	52.1	7.1 15.9 7.1 20.2	8.8 9.5 6.3 13.1	21.97 19.26 18.19 20.45	55 68 53 54	1,146 725 1,188 712	42.0 16.4 29.0 24.9	126 107 156 82	245 224 240 271	731 1,099 931 1,881	587 640 704 1,297	124 172 132 145	17,042 26,341 14,692 43,518	2.82	.0482	445 524	4
TATE TOTAL	1,563.4	-	1.2734	-	423.8	387.6	23.60	58	917	36.3	110	233	36,685	23,120	-	899,463		1.4280	-	-

#### OREGON

Baker	16.8 16.6 46.2 21.1 20.0	1.76 1.73 4.85 2.21 2.10	.0136 4 .0135 4 .0376 1 .0172 4	45.8 12.4 48.9	4.6 4.4 13.3 5.6	3.2 3.0 2.9 1.4	14.85 21.91 15.27 16.19 15.54	56 55 73 53	910 574 886 878 826	19.6 18.3 16.1 35.2	83 110 94 87 46	223 261 246 217 196	429 574 787 514 299	287 309 396 283	149 163 199 182 258	7,956 8,672 17,913 9,707 6,851	1.58	.0126 .0138 .0284 .0154	475 732 523 1,079 388 460 798
Coos	28.3 3.3 3.2 14.7 21.9	2.98 .35 .34 1.55 2.30	.0231 4 .0027 . .0028 . .0120 5	42.4	5.3 8.0 .8 .9 4.1 6.4	3.2 .5 .1 1.5 3.3	17.20 13.49 10.53 16.03 12.90	58 59 57 55 59	812 685 788	12.1 15.5 16.2 9.2 20.8 16.0	86 102 41 75 86	222 257 247 276 265	908 125 81 589 590	367 37 30 304 255	247 338 270 194 231	12,378 1,340 945 6,287 10,416	2.26 .24 .17 1.15	.0197 .0021 .0015 .0100	341 436 847 402 290 562 790 474
Gilliam	3.4 5.9 5.9 8.9 32.9	.36 .63 .62 .93 3.45	.0028 .0048 .0048 .0073 .0268	30.8	.8 1.6 1.6 2.4 9.5	.6 .8 1.1 4.9	21.73 12.09 19.38 17.92 19.98	53 58 50 58 62	725 940	27.4 13.3 14.5 20.1 23.5	96 46 55 114 82	194 241 214 292 283	58 190 269 256 729	35 104 143 102 403	166 183 188 251 181	2,036 3,230 3,243 4,694 19,885	.37 .59 .59	.0032 .0051 .0051 .0075	587 543 547 955 525 604 1,084
Jefferson 81 Josephine 81 Klamath 81 Lake 81 Lane 81	2.3 11.5 32.4 4.8 54.4	.24 1.20 3.40 .51 5.72	.0019 .0094 .0264 .0039 .0444	49.6	3.4 8.5 1.2 15.1	.1 1.9 4.3 1.4 5.4	12.76 14.02 24.98 17.80 17.39	49 66 40 56 57	738 938 877 726	15.7 18.7 25.3 36.0 15.9	55 56 53 76 86	231 335 266 304 261	66 308 1,351 256 1,251	30 143 757 120 734	220 215 178 214 170	785 5,256 19,861 2,806 30,139	.96 3.64 .51	.0012 .0083 .0315 .0045 .0479	343
Lincoln	9.9 24.7 11.2 60.5 4.9	2.59 1.18 6.35	.0081 .0201 .0092 .0493 .0040	43.3	2.7 7.0 2.8 15.6 1.2	.7 2.4 .3 10.2	14.56 15.85 14.92 19.18 15.53	56 63 50 65 54	820 778 689 745	13.0 12.4 15.4 18.3 18.0	33 110 44 103 75	240 276 262 291 208	210 590 341 1,521 87	72 281 183 954 79	292 210 186 159 110	4,316 12,734 5,161 31,012 2,088	2.33 .94 5.66	.0069 .0202 .0082 .0492 .0033	436 515 458 512 945 423
Multnomah81 Polk	338.2 16.8 2.9 11.8 24.3	1.77 .31 1.23	.2755 .0137 .0024 .0096	17.6	97.0 4.5 .7 3.2 6.3	156.1 1.4 1.3 1.3	27.07 11.70 15.32 16.51 19.70	56 58 50 55 53	888 764 697 978	49.6 8.6 20.5 14.1 29.4	139 72 111 50 85	255 194 251 236 242	10,081 230 103 242 614	5,987 115 61 143 438	168 200 167 169 141	253,645 5,066 1,056 5,556 13,158	.93 .19 1.02	.4027 .0081 .0017 .0088 .0209	750 1,433 300 354 470 539
Union 81 Wallowa 81 Wasco 81 Washington 81 Wheeler 81	17.4 7.8 12.6 30.3 2.8	.82 1.33 3.17	.0103	46.5	4.7 1.9 3.4 8.4	1.6 .6 .5 3.2 .2	17.96 12.81 20.58 13.54 11.74	59 58 59 69	894 709 942 705	20.6 9.2 28.8 13.6 14.7	93 67 121 80 74	217 188 243 274 227	448 155 367 595 82	245 66 218 257 48	183 235 168 231 171	9,043 2,964 7,238 11,148 652	1.65 .54 1.32 2.04	.0144 .0047 .0115 .0177 .0010	379 572 1,014 368
Yamhill 81	22.0	2.31	.0179	26.6	6.2	2.6	14.60	65	594	11.7	119	264	453	209	216	8,333	1.52	.0132	
STATE TOTAL	953.8	100	.7768	51.4	266.3	223.5	21.51	58	847	29.9	103	255	25,749	14,309	180	547,570	100.	.8693	574 1,08

#### CALIFORNIA

Alameda 92 & 92A, Alpine	474.8 .2 8.5 34.0 6.0	8.36 .15 .60 .10	.3868 9 .0002 . .0069 . .0278 3		137.1 .1 1.9 10.0 1.8	2.6 3.9 .8	34.38 15.62 18.48 10.75	51 64 47 58 55	1,016 1,005 924	70.9 33.7 35.4 29.1	184 86 83 54	290 282 289 354 383	14,703 10 311 1,222 256	8,393 5 164 840 135	175 200 190 145 190	351,251 29 4,232 20,302 2,204	8.45 .10 .49 .05	.5577 .0001 .0067 .0322 .0035	740 120 498 595 367	910
Colusa	10.2 78.6 4.7 8.3 144.4	1.39 .08 .14	.0083 .0640 5 .0039 .0068 .1176 4		2.6 20.7 1.4 2.6 37.9	1.2 8.9 .5 1.6	19.86 26.20 13.58 12.24 21.81	43 49 41 55 53	788 1,134 619 1,018 744	35.1 45.4 16.9 27.7 33.0	78 77 50 99 104	346 313 290 403 332	483 2,682 141 315 4,537	263 1,518 122 149 2,890	183 177 116 211 157	5,362 36,558 1,802 3,096 107,955	.13 .88 .04 .07 2.60	.0085 .0580 .0029 .0049 .1714	380 372	1,091
Glenn	10.9 43.2 60.9 6.5 82.5	.76 1.07 .11	.0089 .0352 .0496 .0053 .0673	41.3	3.0 11.8 14.9 2.0 22.2	1.2 7.5 1.3	20.58 18.41 20.94 16.11 22.18	59 50 25 31 42	933 885 1,174 1,366 1,130	24.9 27.0 20.3 31.4 35.1	85 88 30 43 78	367 292 260 325 401	488 1,328 1,948 266 3,996	290 780 1,305 181 2,679	168 170 149 147 149	6,357 24,165 32,878 3,756 55,020	.15 .58 .79 .09 1.33	.0101 .0384 .0522 .0060 .0874	573	907 1,032 1,093
Kings 39 Lake 92 Lassen 87 Los Angeles 57 Mudera 39	25.3 7.2 12.5 2,208.4 17.2		.0207 .0058 .0103 1.7988 .0140	87.2	6.5 2.3 3.0 652.6 4.2	.3 .7 .5 903.1	18.95 15.12 22.90 35.94 15.02	48 62 38 41 50	791 1,002 1,004 848	25.8 24.3 28.4 52.0 18.0	58 75 120 145 51	349 381 273 358 308	1,228 237 471 81,990 496	591 105 282 47,439 280	208 225 167 173 177	14,912 3,420 6,809 1,743,439 7,360	.36 .08 .16 41.98 .18	.0237 .0054 .0108 2.7680 .0117	587 477 541 789 428	1,770
Marin. 92 Mari, losa 92 Mendoci 10 92 Mercad. 92 Medoc 87	41.6 3.2 23.5 36.8 8.0	.06	.0339 .0026 .0191 .0299 .0065	26.1	10.5 1.2 6.2 9.0 2.1	4.6 3.1 1.0 1.3	31.21 14.48 14.12 22.78 18.60	59 35 55 48 48	1,001 806 1,160 1,199	62.5 44.5 18.0 26.0 17.1	161 106 72 52 32	285 452 261 315 219	1,182 166 512 1,418 193	685 106 286 892 149	172 156 179 157 130	22,185 1,465 10,873 18,820 3,934	.54 .04 .26 .45	.0352 .0023 .0173 .0299 .0062	533 453 462 512 489	1,437
Mono92	1.3	.02	.0011		.3		20.88	48		14.0	22	354	51	40	128	652	.02	.0010	479	

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for 65c a Purline . . . with ONE Newspaper



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HERE is a single group of buyers with \$768,000,000 a

Its Purline rate (cost per line per billion dollars of pur-

For twenty consecutive years advertisers have regarded

this newspaper as the most powerful medium in Southern

California. Today it is stronger than ever. (Its gain of

1,744,765 lines of advertising last year was the second

chasing power) is only 65 cents. The Purline cost for the next most economical newspaper in Los Angeles is almost

year to spend. And one newspaper reaches all of them. This newspaper is read by 7 out of every 10 families in

Los Angeles county earning \$3,000 a year or more.

PURLINE COSTS

In Los Angeles Trading Area

THE TIMES .....\$0.65

Newspaper B ..... 1.89

Newspaper C . . . . 1.37

Newspaper D . . . . 1.27

Newspaper E . . . . 1.37

This great result-securing medium is the Los Angeles

Its full facilities for merchandising and market research in Southern California are at your command. Write National Advertising Manager, The Times, Los Angeles. Or address Williams, Lawrence and Cresmer, New York, Chicago,

Detroit, or San Francisco.

APRIL 10, 1936

COME

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75 1,163

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891

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945

885

1,060

1,694

,091

,374

907

.093

770

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highest in the nation.)

One of the World's Great Newspapers

[597]

## How to Sell More Department Stores

The Economist is the only Department Store publication with circulation paralleling retail sales by states.

This means greater buying power when the Economist carries your sales message.

And the Economist reaches those who have the power to place orders—Chief Executives, Merchandise Managers and Departmental Buvers.

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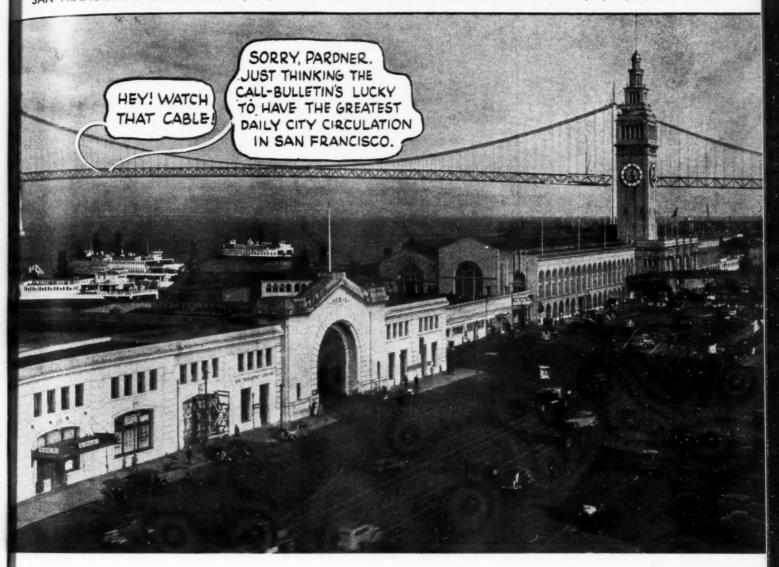
A Chilton Publication

A.B.P.

#### CALIFORNIA—(Continued)

			PULATIO			BANK DE- POSITS	RENT		FAC- TORY WAGE	COME TAX	STANDA 1935	RDS	NEW	CAR SAL	ES	SPENDA		MONEY	INCOME				
COUNTIES	Total 1930	% of State	% of U.S.A.	% Ur-	Fam- ilies	In millions of \$ 1935	Median Rentals 1930	% Own- ers 1930	Aver- age Annual 1933	Returns per 1000 pop.	Tele- phones	Pass. Car Reg.	1935	1934	Ratio 1935 to 1934	Total in thousands of \$	% of State	% of U.S.A.	Per I	Ur- ban Fam ily Me-			
									1000	1933	(per 100)	0 pop.)								dian			
Monterey92 Napa92 Nevada87 Orange57	53.7 22.8 10.6 118.6	.95 .41 .19 2.09			13.4 5.7 3.2 33.6	11.8 3.9 .4 16.8	28.68 21.80 14.90 24.75	44 58 57 48	788 828 1,019	44.5 35.2 59.1 34.2	107 112 136 82	338 313 452 353	2,436 751 515 3,934	1,518 430 308 2,227	160 174 167 177	36.887 14,555 5,167 61,547	.89 .35 .12 1.48	.0586 .0231 .0082 .0977	687 1 635 . 487 519 1	73			
Placer87 Plumas87 Riverside57 Sacramente87 San Benite92	24.4 7.9 81.0 141.9 11.3	2.50			6.7 2.1 22.4 35.8 2.9	2.0 .5 16.3 31.2 .5	20.46 14.26 22.20 29.28 19.80	54 34 51 49 52	1,241 1,130 920 934 811	36.7 33.0 29.7 48.7 26.4	89 36 80 138 101	326 258 354 287 300	814 249 2,964 4,671 308	509 150 1,708 2,947 193	160 166 174 159 160	13,240 3,557 45,275 101,497 65,190	2.44	.0210 .0056 .0719 .1611 .1035	541 1 449 559 1 715 1 576	1,09			
San Bernardino57 San Diego 91 San Francisco . 92 San Joaquin S. Luis Obispo . 92	133.9 209.6 634.3 102.9 29.6	3.69 11.17 1.81	.1708 .5167 .0838	62.9 83.0 100. 56.9 36.6	36.9 63.3 178.6 25.8 8.3	7.0 42.3 2,104.4 16.8 .6	20.72 28.85 40.14 25.84 23.80	54 50 31 52 47	994 928 1,089 983 973	30.6 39.8 105.8 42.3 30.3	80 130 200 112 98	324 355 214 339 350	4,207 7,478 17,253 3,785 1,008	2,259 4,092 11,116 2,154 533	186 183 155 176 189	77,821 160,949 536,162 70,550 18,206	3.87 12.90 1.70	.1235 .2555 .8513 .1120 .0289	581 1 767 1 845 1 685 1 615 1	1,42 1,97 1,27			
San Matee 92 Santa Barbara . 57 Santa Clara . 92 Santa Cruz 92 Shasta 87	77.4 65.1 145.1 37.4 13.9	1.15 2.56 .66	.0530 .1182 .0305	68.8 66.7 65.3 60.7 30.0	20.7 17.4 40.1 11.5 4.0	11.2 10.1	36.48 32.24 27.87 23.04 14.67	60 40 58 58 58 49	1,042 1,292 794 977 966	71.4 52.9 53.0 42.9 28.1	153 145 165 125 74	355 353 367 397 359	3,226 2,262 5,034 1,244 514	1,766 1,582 2,966 809 323	183 143 170 154 159	25,48	81.11 72.33	.0945 .0728 .1537 .0405 .0106	769 1 704 1 667 1 680 1 478	1,58			
Sierra87 Siskiyou92 Solano92 Sonoma92 Stanislaus92	2.4 25.4 40.8 62.2 56.6	1.10	.0333	10.2 42.5 30.3 31.9	.7 7.1 10.9 18.2 15.3	5.9 5.4 5.6 10.8 10.1	15.67 15.76 24.93 23.26 24.06	46 40 45 62 56	979 981 882 814 718	46.2 28.9 56.1 33.9 28.8	28 50 102 108 98	361 275 301 347 390	107 855 1,336 1,684 2,198	65 496 839 925 1,249	164 172 159 182 176	868 11,302 21,772 40,831 36,747	.02 .27 .52 .99	.0014 .0179 .0346 .0648 .0583	358 . 443 . 533 1 656 . 649 .				
Sutter	14.6 13.8 2.8 77.4 9.2	.24 .05 1.36	.0113 .0023	36.5	3.8 4.0 .9 20.2 2.6	.7	21.52 17.40 19.13 14.35	56 56 55 47 47	568 884 820	23.8 23.9 16.4 21.1 32.1	11 72 87 73 58	332 318 399 327 306	559 446 109 2,616 253	357 291 56 1,332 139	157 153 194 196 182	7,522 6,568 940 40,300 4,326	.16 .02 .97	.0119 .0104 .0015 .0640 .0069	514 474 335 520 467	94			
Ventura57 Yele87 Yuba87	54.9 23.6 11.3	.42	.0193	51.3 23.4 250.8	14.6 6.0 3.1	5.1 3.9 2.8	27 .23 22 .62 25 .31	41 50 44	1,109 974 959	40.4 30.8 44.6	83 89 145	329 329 427	1,955 948 618	1,278 568 369	153 167 167	30,059 12,461 7,833	.30	.0477 .0198 .0124	547 1 527 691				
STATE TOTAL	5,677.2	100	4.624	73.2	1,610.0	3,320.3	32.73	45	1,032	54.3	137	327	196,967	116.123	145	4.155.335	100.	6.5971	732	1.61			

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Luck has nothing to do with it, buddy! It's eighty-one years of publishing the very best newspaper we know how that has won The Call-Bulletin such outstanding, voluntary preference on the part of San Franciscans.



## Pacific States—City Data

#### WASHINGTON

CITY	COUNTY		POPULA	TION		Bank Debits Ratio 1935 to	Major Cities,	City Revenue Receipts, 1934, Major	Postal Receipts, Ratio	Income Tax Returns 1933, per	Money In come, 1935
0111	000411	Zone	Municipal	% County	% State	1934	1935	Cities, per capita	Dec. 1935 to Dec. 1934	1000 people	per capi
Aberdeen Bellingham Bremerten Everett Hoquiam	Grays Harbor	59,915 100,500 22,500 84,230 60,000	21,723 30,823 10,170 30,567 12,766	36.22 52.13 33.05 38.75 21.29	1.40 1.97 .65 1.96 .82	1.26				32 26 105 31 23	515 512 545 602 495
ongview Dlympia Port Angeles Seattle Spokane	Cowlitz	35,635 30,000 20,449 512,966 360,729	10,652 11,733 10,188 365,583 115,514	33.40 37.43 49.80 78.87 76.77	.68 .75 .65 23.38 7.39	120 121	105,087 29,135	91.89 35.31	105.6 105.4	35 48 29 66 50	530 465 650 808 764
facoma. /ancouver Walla Walla Wenatchee /akima.	Pierce Clark. Walla Walla. Chelan. Yakima.	229,518 40,293 39,484 55,159 81,628	106,817 15,766 15,976 11,627 22,101	65.19 39.10 56.18 36.75 28.55	6.83 1.01 1.02 .74 1.41	132 127 105	21,891	56.51	107.0	39 21 75 73 66	630 652 688 720 671
	1			O R	E G (	) N					
Astoria. Eugene. Klamath Falls. Medford. Portland Salem.	Clatsop. Lane. Klamath Jackson Multnomah Marion	36,068 51,000 51,240 39,000 474,785 75,000	10,349 18,901 16,093 11,007 301,815 28,285	49.00 34.70 49.70 33.44 89.23 43.39	1.08 1.98 1.69 1.15 31.64 2.75	137	77,568	67.31	109.8	56 34 41 51 35 31	530 661 705 695 825 590
		)-	C	ALI	FOI	RNI	1				
Alameda Alhambra Anaheim Bakersfield Berkeley	Alameda Los Angeles Orange Kern Alameda	35,033 56,713 38,483 72,000 90,678	35,033 29,472 10,995 26,015 82,109	7.38 1.33 9.26 31.51 17.29	.61 .52 .19 .46 1.45	106 119		0000	113.6	78 49 49 64 102	750 875 597 675 780
Beverly Hills Brawley Burbank Burlingame Compton	San Mateo	23,000 30,000 45,000	17,429 10,439 16,662 13,270 12,516	.79 17.13 .75 17.15 .57	.31 .19 .29 .24 .22					192 30 31 137 25	850 625 830 810
Eureka Fresno Fullerton Glendale Huntington Park	Humboldt Fresno Orange Los Angeles Los Angeles	39,915 247,436 35,000 110,300 67,500	15,752 52,513 10,860 62,736 24,591	36.44 36.40 9.15 2.84 1.11	.28 .93 .19 1.11 .43	125				47 71 39 55 45	670 760 597 812 832
Inglewood Long Beach Los Angeles Modesto Monrovia	Los Angeles Stanislaus	55,000 300,000 2,313,343 56,000 16,726	19,480 142,032 1,238,048 13,842 10,890	.88 6.43 56.06 24.44 .49	.34 2.50 21.81 .24 .19	124 130	30 341	63.05 87.18	113.9 113.8	36 42 63 65 45	841 821 851 750 810
Oakland Ontario. Palo Aito. Pasadena Pomona.	San Bernardino Santa Clara Les Angeles	586,416 25,265 30,000 150,978 56,562	284,063 13,583 13,652 76,086 20,804	59.81 36.23 9.41 3.45 .94	5.01 .23 .24 1.34 .37	119	120	58.34	106.4	66 30 133 92 37	766 651 74 86 84
Redlands Richmond Riverside Sacramento Salinas	Contra Costa Riverside Sacramento	35,000 35,000 72,070 235,243 25,000	14,177 20,093 29,696 93,750 10,263	37.83 25.56 36.65 66.02 19.13	.25 .36 .52 1.65 .18	165			109.3	56 45 47 67 82	66 53 64 82 75
San Bernardine. San Buenaventura. San Diege. San Francisco. San Jose.	San Francisco	90,000 190,939 1,630,536 150,000	37,481 11,603 147,995 634,394 57,651	100.00 21.10 70.59 100.00 39.73	.66 .20 2.61 11.19 1.02	116 141 128 125	36 242	48.58 78.74	118.9 110.4	34 42 106 69	670 62 84 84 75
San Leandro San Mateo Santa Ana Santa Barbara Santa Cruz	San Matee Orange Santa Barbara	35,773 118,674 50,000 22,000	11,455 13,444 30,322 33,613 14,395	2.41 17.37 25.55 51.59 38.44	.20 .23 .54 .59 .25	122				55 112 55 71 53	73 80 60 80 75
Santa Monica Santa Rosa South Gate South Pasadena Steckton	Los Angeles	97,254 60,000 125,000	37,146 10,636 19,632 13,730 47,963	1.68 17.09 .89 .62 46.60	.65 .19 .35 .24 .85	116				40 77 18 79 69	82 75 81 82 77
Vallejo	Solano Los Angeles	22,000 25,000	14,476 14,822	35.45 .67	.25					103 65	61 83

For a detailed explanation of the sources of all data appearing in this study, please see page 491 and following in the front of the book. Indexes on pages 489 and 604.

# Los geles

## The Richest and Most Fertile Sales Field in All America..

In the "Survey of Spending Power," Published by SALES MANAGEMENT, April 10, 1936, this most interesting data on the Los Angeles Market is revealed.

4	Los Angeles County	All of the U.S.A.
Population % of State	2,208,492 38.90%	122,773,700
% Urban	87.20%	56.20%
Families	652,676 \$35.94	29,903,000 \$27.15
Income Tax Returns (Per 1000 Pop.).	52.0	31.7
Telephones (Per 1000 Pop.)	145.8	87.0
Passenger Autos (Per 1000 Pop.)	358	179
Spendable Money Inc. (in Thousands of \$). % of State	\$1,743,439 41.98%	\$62,988,581
Per Capita	\$789.00	\$513.00

Daily Newspaper is The Herald and Express. With its City Circulation ALONE equal to the city coverage of the Second and Third Los Angeles Dailies COMBINED it offers the advertiser in this market a most powerful and effective sales weapon at moderate cost



Naturally The Herald and Express carries —and has carried for years—MORE Display Advertising, both Local and National, than any other Daily paper, not only in Los Angeles, but in the entire West.

The Number 1 Daily Advertising Buy in Los Angeles

HERALD AND 在XPTESS

PAUL BLOCK AND ASSOCIATES

NEW YORK

CHICAGO

DETROIT

LOS ANGELES

SAN FRANCISCO

BOSTON

CINCINNATI

PHILADELPHIA

## Leading Cities in Terms of County Spendable Money Income

#### Spendable Money Income of County Per Capita Rank Largest City 5 Boroughs....New York ...... \$1,053 District of Columbia ... Washington, D. C... 3 Suffolk ......Boston ..... 4 891 Westchester ....Yonkers ..... Polk .......Des Moines ...... San Francisco...San Francisco ..... 845 838 St. Louis .....St. Louis ...... 826 8 Philadelphia ...Philadelphia ...... Q Cook .......Chicago ..... 819 Jackson ......Kansas City ...... 813 10 806 11 Dallas .......Dallas ..... Los Angeles...Los Angeles ...... 789 Hennepin ....Minneapolis ...... 788 13 Henrico .....Richmond ..... Essex ......Newark ..... 778 15 Dade ......Miami ..... 767 16 San Diego ....San Diego ...... 767 17 Albany ......Albany ..... 762 18 Ramsey ......St. Paul ...... 758 19 Fulton ......Atlanta ..... 20 755 Multnomah ...Portland (Ore.) .... 750 21 Alameda .....Oakland ..... 740 22 King ......Seattle ..... 23 734 Essex .....Lynn ..... 726 24 Denver ......Denver ..... 721 25 Monroe ......Rochester ...... 721 26 Sacramento ....Sacramento ...... 715 27 Hampden .....Springfield (Mass.). 28 Douglas .....Omaha ..... 29 Onondaga ....Syracuse ...... 693 30 Jefferson .....Louisville ...... 687 31 Harris .......Houston ..... 673 32 Fairfield ..... Bridgeport ...... 670 33 Hartford ..... Hartford ...... 670 Kent ..... Grand Rapids ..... 668 Galveston ..... Galveston ...... Schenectady ...... 667 37 Salt Lake ..... Salt Lake City ..... 666 38 Milwaukee ....Milwaukee ...... 663 Spokane .....Spokane ...... 663 40 Oklahoma .... Oklahoma City .... 662 41 Cuyahoga .....Cleveland ...... 659 42 New Haven ... New Haven ...... 656 43 Peoria ...... Peoria ..... 650 44 Sedgwick ..... Wichita ...... 648 45 St. Louis ..... Duluth ..... 630 46 Bexar ......San Antonio ...... 629 47 Hamilton .....Cincinnati ...... 626 48 Marion ...... Indianapolis ...... 623 49 Erie ......Buffalo ..... 623 50 U. S. A.... 513

#### Leading Cities in Terms of County Urban Family Median Income

	County Urban Family Median Spendable	
County Largest City	Money Income	Rank
Westchester Yonkers		1
CookChicago District of	2,291	2
Columbia Washington, D. C.		3
SuffolkBoston	2,110	4
5 Boroughs New York City .	2,004	5
San FranciscoSan Francisco		6
EssexNewark		7
MiddlesexLowell	1,962	8
WayneDetroit	1,960	9
DallasDallas	1,934	10
HennepinMinneapolis	1,902	11
St. LouisSt. Louis	1,853	12
OklahomaOklahoma City .	1,848	13
Harris Houston	1,325	14
UnionElizabeth	1,808	15
CuyahogaCleveland	1,791	16
HartfordHartford	1,787	17
HampdenSpringfield (Mass	s.). 1,783	18
Fairfield Bridgeport	1,776	19
Los Angeles Los Angeles	1,770	20
Monroe Rochester	1,757	21
Atlantic Atlantic City	1,757	22
New Haven New Haven	1,756	23
TarrantFort Worth	1,747	24
OnondagaSyracuse	1,735	25
JacksonKansas Čity	1,727	26
RamseySt. Paul	1,710	27
AlamedaOakland	1,694	28
DadeMiami		29
GeneseeFlint		30
DenverDenver		31
BaltimoreBaltimore		32
Hudson Jersey City	1,655	33
Philadelphia Philadelphia	1,652	34
Providence Providence	1,630	35
DouglasOmaha	1,623	36
SummitAkron		37
DuvalJacksonville	1,606	.38
Polk Des Moines	1,601	39
OrleansNew Orleans	1,601	40
EssexLynn	1,599	41
HamiltonCincinnati	1,592	42
AlleghenyPittsburgh		43
LancasterLincoln	1,578	44
SedgwickWichita		45
New CastleWilmington		46
WorcesterWorcester	1,555	47
FranklinColumbus	1,546	48
Sacramento Sacramento	1,542	49
CamdenCamden	1,539	50
U. S. A	1,474	

## The First Fifty Leaders in City Spendable Money Income

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nk

Divided by Population Groups

(Rankings of cities with city trading zone populations in excess of 100,000)

	populations in exces			
Population Trading Area (in thousands)	City	City Spendable Money Income Per Capita	Group Rank	Rank Among First 50
(mousands)	Over 500,			
17 250 2	New York		1	1
799.1	Washington, D. C	. 960	2	2
200.0	Des Moines	. 950	3	3
	Boston		4	4
	St. Louis		5	5
	Dallas		6	7
	Kansas City		7	8
	Los Angeles		8	9
	San Francisco		9	10
1,340.8	Atlanta	. 832	10	13
567.2	Minneapolis	. 830	11	14
	Philadelphia		12	16
510.0	Albany	. 824	13	18
	Newark		14	20
512.9	Seattle	. 808	15	21
	Chicago		16	23
	Springfield (Mass.)		17	25
	Oakland		18	30
	Rochester		19	31
	Houston		20	34
	Louisville		21	38
	Oklahoma City		22	39
	Nashville		23	44
	Pittsburgh		24	45
	Milwaukee	600	25	50
1,784.2.	Cleveland		26	51
	250,000 to 5	600,000		
300.0.	Long Beach	826	1	15
	Portland (Ore.)		2	17
	Richmond		3	19
	.Hartford		4	22
380.5.			5	24
	New Haven		6	26
	St. Paul		7	27
	Spokane		8	28 29
455.5.	Syracuse	760 736	10	35
	Bridgeport		11	36
	.Omaha		12	37
	.Duluth		13	40
	.Lynn		14	41
	.Denver		15	42
	.Wichita		16	43
	.Fort Wayne		17	47
346.4.	South Bend	695	18	48
	.San Antonio		19	49
	100,000 to 3	250,000		
148.6	.Yonkers		1	6
	.San Diego		2	11
	.Miami		3	12
	.Salt Lake City		4	32
	.Peoria		5	33
	.Wilmington	710	6	46
	U. S. A	513		

APRIL 10, 1936

## **Leading Counties in New Car Sales Gains**

(Counties with cities of more than 100,000 population with ratios higher than U. S. A. average)

ratios higher than U. S. A. aver		
	Ratio, 1935 Over 1934	Rank
San DiegoSan Diego	183	1
VanderburgEvansville	182	2
AllenFort Wayne	176	3
AlamedaOakland	. 175	4
Los AngelesLos Angeles & Long Beach	. 173	5
PeoriaPeoria	172	6
MultnomahPortland (Ore.)	. 168	7
PierceTacoma	. 167	8
WayneDetroit	. 164	9
MilwaukeeMilwaukee	. 162	10
HennepinMinneapolis	. 161	11
KingSeattle	. 161	12
ErieErie (Pa.)	. 160	13
KentGrand Rapids	. 159	14
BerksReading	. 157	15
District of ColumbiaWashington, D. C	. 157	16
CookChicago	. 156	17
St. Louis Duluth	. 155	18
Schenectady	. 155	19
San Francisco .San Francisco	. 155	20
SpokaneSpokane	. 154	21
SedgwickWichita	. 153	22
MontgomeryDayton	. 152	23
Salt LakeSalt Lake City	. 151	24
RamseySt. Paul	. 151	25
WestchesterYonkers	. 150	26
FairfieldBridgeport	. 149	27
MonroeRochester	. 149	28
LancasterLincoln	. 148	29
RensselaerTroy	. 148	30
MarionIndianapolis	. 147	31
HartfordHartford	. 146	32
New CastleWilmington	. 146	33
U. S. A. ratio	. 145	

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C-1:f:	578	588
C-ll-	596	600
C	590	. 593
Connecticut	508	511
Delaware	522	532
District of Columbia	522	534
Florida	530	536
Georgia	527	534
Idaho	589	593
Illinois	544	552
Indiana	542	550
Iowa	567	575
Kansas	574	576
Kentucky	556	563
Louisiana	579	588
Maine	505	510
Maryland	522	532
Massachusetts	506	510
Michigan	548	554
Minnesota	564	575
Mississippi	562	564
Missouri	568	576
Montana	589	593
Nebraska	572	576
Nevada	593	594
New Hampshire	505	510
New Jersey	514	520
New Mexico	591	594
New York	512	518
North Carolina	526	534
North Dakota	571	576
Ohio	538	550
Oklahoma	580	588
Oregon	596	600
Pennsylvania	516	521
Rhode Island	508	511
South Carolina	527	534
South Dakota	571	576
Tennessee	560	564
Texas	583	588
Utah	592	594
Vermont	506	510
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Washington	594	. 600
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